

# ONE DIRECTION



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**FOR IMMEDIATE RELEASE**

## **LIGHT UP YOUR WORLD, PHOENIX: 1D WORLD IS COMING**

*Temporary pop-up store offers exclusive shopping experience for fans*

### **#1DWorldPhoenix**

**Phoenix, May 9, 2013** – Global pop music sensation, One Direction, will make Tempe Marketplace more “Beautiful” with an exclusive 1D World pop-up retail store opening Saturday, May 18, 2013 at 9am.

#### **1D World-Phoenix**

**Date:** Saturday, May 18<sup>th</sup> through Sunday, June 9<sup>th</sup>

**Location:** Tempe Marketplace  
2000 E Rio Salado Pkwy  
Tempe, AZ 85281

**Store Hours:** Monday-Saturday 11a-9p and Sunday 11am-6p  
(Opening Day Store Opens at 9am)

Phoenix has some of the best fans in the world and we are excited to see the outpouring from the local ‘Directioners’ in Arizona as we help kick off summer vacation.

The UK heartthrobs will give fans the opportunity to experience a true 1D world. For a limited time, “Directioners” will have access to more than 125 items of exclusive merchandise, including hats, jewelry, hoodies and the famous adult onesies (adult-sized zip-up sweat suits).

One Direction has reached international boy band acclaim—selling more than 12 million records and consistently maintaining a spot in the Billboard Top 100, with songs such as “Live While We’re Young” and “What Makes You Beautiful.”

The original 1D World debuted in Australia, with thousands of young fans lining up hours in advance, chanting and singing their favorite One Direction tunes. The Phoenix store will be the 22nd-1D World globally, joining London, Barcelona, New York, Boston, Chicago and Toronto among others.

Fans visiting the store also have the chance to win 1D World prizes including signed merchandise, concert tickets and more.

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## About One Direction:

One Direction is a UK pop band consisting of members Niall Horan, Zayn Malik, Liam Payne, Harry Styles and Louis Tomlinson that was formed in 2010, on the seventh season of the British television music competition, *The X Factor*. Currently signed to Simon Cowell's Syco Records and Columbia Records in North America, One Direction has become one of the most successful bands in the world. Their debut album "*Up All Night*" became the fastest selling album in the UK in 2011 and debuted at No 1. on the U.S. Billboard 200. The same album later went on to be No. 1 in 17 countries

**Website:** [www.onedirectionmusic.com](http://www.onedirectionmusic.com)

**Facebook:** [www.facebook.com/onedirectionmusic](http://www.facebook.com/onedirectionmusic)

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