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**FOR RELEASE:** *Immediately through June 27, 2014*

## **Air Force Rock Band's First National Tour**

**WHO/WHAT:** Max Impact, the premier rock band of the United States Air Force, will perform a free public concert at the Cheyenne Depot Plaza as part of its "Fridays on the Plaza" concert series on Friday, June 27 at 5:30 p.m. Tickets are not required for this event. This concert is part of Max Impact's first national tour, themed "It's America," which takes the group through Wisconsin, Minnesota, South Dakota, Wyoming and Nebraska.

Stationed at Joint Base Anacostia-Bolling in Washington, D.C., Max Impact performs exciting classic and current rock and country hits, as well as patriotic favorites and original music. The group is part of The U.S. Air Force Band, Washington, D.C.

The noncommissioned officer in charge of Max Impact, Senior Master Sgt. Ryan Carson, graduated from the University of Wyoming in 1999 with a Bachelor of Music degree, specializing in vocal performance. Carson's bio and photo are available at: <http://bit.ly/maximpactcarson>

**WHEN:** June 27, 2014 at 5:30 p.m.

**WHERE:** Cheyenne Depot Plaza, 121 W 15th Street Cheyenne, Wyo.

**INTERVIEW OPTIONS:** Members of Max Impact are available for in-studio or phone-in interviews; live performances on local morning shows including bumpers and teasers; and coverage before, during and after concerts. They can perform acoustically or with sound reinforcement utilizing their professional sound engineer. To set up interviews and/or request more information, contact Technical Sgt. Robert Smith, listed above. For more information about Max Impact, including photos, bios and musical excerpts, please visit: <http://bit.ly/usafmaximpact>.

**BACKGROUND ON MAX IMPACT:** Through national tours, local performances, recordings and deployments, Max Impact showcases Air Force excellence to millions each year. Between public performances, they are often called on to support events for the White House, State Department, Department of Defense and numerous other high-level military and civilian functions.

In addition to entertaining military and civilian audiences in the United States, Max Impact thrills service members with its trademark high-intensity, hard-rocking music at forward deployed locations. These performances are a much-needed "taste of home" for deployed service members. At home or abroad, their high-energy performances enhance troop morale, build partnerships with local and foreign communities, increase recruiting and retention efforts and inspire patriotism using effective and powerful music.

As part of The U.S. Air Force Band, these Airmen musicians honor those who have served, inspire American citizens to heightened patriotism and service, and positively impact the global community on behalf of the U.S. Air Force and the United States of America. The excellence demonstrated by these Airmen musicians is a reflection of the excellence carried out by Airmen stationed around the globe. For more information about The U.S. Air Force Band, please visit: [www.usafband.af.mil](http://www.usafband.af.mil).

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