



News Release

AT&T Celebrates Korean “Thanksgiving” with K-Pop Fans and Foodies

Eat, Play Games and More for the Chuseok Holiday at the LA Korean Festival

LOS ANGELES, Sept. 2, 2016 — The LA Korean Festival Foundation is turning up the volume, and AT&T* is supplying the entertainment.

This LA Korean Festival with AT&T is all about high-energy entertainment, mouth-watering grilled dishes, cultural programs and cute character socks.

WHO: AT&T celebrates Chuseok (Korean version of Thanksgiving)

WHEN: Join the masses Sept. 22-25

WHERE: Seoul International Park

Come check out our popular mobile and TV entertainment games on the latest devices.

- Hop through space and collect mooncakes in the Bunny Moonwalk game on the Samsung Galaxy S7/S7 Edge.
- Test your DIRECTV knowledge at the entertainment trivia station.
- Try your chance at cool prizes like a 3-in-1 camera lens, LED phone flash or zodiac key cap.

Don't Miss Deals

Stop by the booth to check out special offers. For example, learn how you can get a FREE Gear S2 and Tab E for \$0.99, both on 2-year agreements, when you buy a Galaxy S7 on AT&T Next^{®**}. Plus, we'll have extra offers just for festival-goers!

“This year’s LA Korean Festival creates a harmony between old and new. The festival foundation has been celebrating Korean culture for 42 years. And we’re proud to bring some of our latest technology to the community,” said Leonardo Torr  s, executive director of diversity marketing.

“We want people to experience our innovative technologies all with helpful multilingual team members. We have unique combination offers with DIRECTV and international long distance calling to Korea and other parts of Asia. As the leading wireless service provider among Asians in the U.S., we want to keep communities empowered through our growing services and solutions,” Torr  s said.

DIRECTV will also be celebrating its 10th anniversary of Korean programming with a sweepstakes that festival goers can sign up for onsite.



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***Ltd. Time (ends 9/30/16 in Puerto Rico). Must buy a Samsung Galaxy S7 on AT&T Next or AT&T Next Every Year installment agmt, Watch and tablet w/ 2-yr agmts & activ. elig. svc on all devices. Owe \$200 discount on watch and \$99.99 discount on tablet if return only smartphone. **If svc cancelled, balance (up to \$915) is due.** Tax due at sale. **Subj. to Wireless Customer Agmt.** Deposit, down payment, activ./upgrade (up to \$45 each), restocking, early termination (up to \$150) & other fees, charges & restr's apply. **Subject to change.** See store for details.*

About AT&T

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