



## **CALIBURGER HOSTS FIRST PREMIUM CALI MUSIC EVENT IN SHANGHAI**

**Shanghai, China** - June 18, 2013 - CaliBurger™ announced today that Premium Cali artist Caroline Campbell will perform in Shanghai on the patio of the new CaliBurger location in the Eco City building located at 1788 West Nanjing Road in Jing'An District. The performances will take place at 7 PM on Saturday, July 20 and at 3 PM on Sunday, July 21.

Ms. Campbell is a world-renowned classical cross-over violinist whose performances have ranged from solos in Carnegie Hall to featured appearances on stage with world famous artists such as Sting, Michael Buble, Josh Groban, Barbara Streisand, and - most recently - Andrea Bocelli. Nicknamed "Violinist to the Stars," Ms. Campbell is a featured artist in the Premium Cali Video Series playing on the Video Walls in CaliBurger restaurants, and her music can be heard on Premium Cali Radio in the restaurants. Caroline's new CD, "From Hollywood, With Love," will soon be available at CaliBurger locations in Asia and the Middle East and online at [www.premiumcali.com](http://www.premiumcali.com).

Both concerts will be free of charge with post-event food and refreshments provided by CaliBurger. This is the first of a series of live music performances to be hosted by CaliBurger China. The CaliBurger Video Walls serve as a virtual portal for rising musical stars to reach global audiences, and CaliBurger's flagship locations provide a forum for musicians to perform at while touring in international markets.

### **ABOUT CALIBURGER**

CaliBurger was established by a passionate group of entrepreneurs from California who set out to bring the finest and freshest "Cali" inspired burgers and chicken sandwiches to the rest of the world. CaliBurger's products feature 100% lean grass-fed beef, buns baked fresh, top-grade chicken, hand-selected vegetables, zero trans-fat oils, sauces made in house, and hand-mixed shakes. Our made-to-order meals are always prepared in open kitchens, and our restaurants incorporate advanced technologies to create a unique dining experience. CaliBurger customers can enjoy a taste of California in an environment that looks, smells, and feels like California. For more information, please visit [www.caliburgerintl.com](http://www.caliburgerintl.com).