

Starbucks Coffee Company

Pick of the Week Goes Digital

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by Andrea C., coordinator, Starbucks Entertainment



Some of my very first memories involve music. I remember learning the words to "Octopus's Garden" in my first grade music class. The scratchy sounds of Billy Joel's "Uptown Girl" as it played on my parents' record player in our den. REO Speedwagon on the radio as I played under the kitchen table while Mom cooked dinner. My dad bursting into our bedrooms on our birthdays, belting out "Birthday" off the Beatles' White Album.

My love of music has stuck with me my entire life. When I came to work at Starbucks a few months ago, I was so excited to work on Pick of the Week, our program that lets you download a free hand-selected song on iTunes®. Even before I came to Starbucks, I looked forward to walking into my favorite coffeehouse (Northgate, hollaaa!) and picking up the newest Pick of the Week card. I love discovering new music and Pick of the Week does an amazing job of introducing me to music I've never heard before. Now that I've seen the whole Pick of the Week process, I have even more respect for the masterminds behind the project and the artists who participate.

That's part of the reason I'm proud to announce that now Pick of the Week is available for digital download inside Starbucks stores. From any participating U.S. store location, users can now download the current Pick of the Week from our free Wi-Fi landing page. We launched this digital Pick of the Week with Eddie Vedder's newest single, "Better Days" from the [Eat Pray Love soundtrack](#).

Pick of the Week cards are still available in participating stores, but now there's another way to download free music from Starbucks. So keep discovering new music and be sure to get your Pick of the Week today.

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