



Endless Riff Adds Marketing, News and Editorial Veterans To Social Music VR Team

Kyle Meredith and Jillian Marie Kelleher To Join Social Music VR Platform

New York, NY, February 5, 2018 – Social music VR platform [Endless Riff](#) has expanded its team with the addition of two music industry veterans, with Kyle Meredith joining as Host and Head of Music Programming and Jillian Marie Kelleher joining as Fan Community Manager.

After rising to become the music director of WLRS (Louisville), Kyle Meredith promoted music for labels including Mute, Plus One, Label X, and Universal. He returned to Radio as a fill-in host at WFPK (Louisville) and launched The Weekly Feed, a radio show that went on to become syndicated nationwide and led to appearances on NPR, Consequence of Sound, Salon, and more. His latest series, The Speed of Sound, launched in 2015 and his work has been featured in Pitchfork, Rolling Stone, Paste and LEO Weekly, along with hosting a weekly Louisville TV show, The Setlist.

Prior to working with Endless Riff, Jillian Marie Kelleher founded Connector Entertainment group, a full-service marketing and branding agency that focused on music and lifestyle content and worked with clients including Live Nation, Viacom, Bonnaroo, Warner Music, Rolling Stone, and Columbia Records. From 2009-2014, she led Events & Programming for music industry conference New Music Seminar and prior to that served as Director of Marketing & Development for Tainted Blue Recording Studio in New York.

“The addition of Kyle and Jillian to the team not only shows the accelerating growth of Endless Riff as a company but also reflects the importance of news and editorial components to building a virtual music community. In addition to technical and experiential advances, this important curation and community building component will be honed further in 2018,” Mark Iannarelli, Endless Riff CEO, said. “Jillian’s extensive work in music marketing and events makes her a perfect fit to expand the Endless Riff community and Kyle’s encyclopedic musical knowledge and ability to deliver amazing content, whether on air or in written word, will lead to all kinds of tremendous musical experiences for users. We couldn’t be more excited to welcome them to the team.”

“I’ve covered and promoted music for radio, TV and Internet, both locally and nationally, but heading the programming for a social VR experience like Endless Riff is going to combine all of that experience in a totally unique way,” Meredith said. “It’s going to be a lot of fun, and I’m excited to get to work on behalf of the growing Endless Riff community.”

“It’s no secret that VR is the next frontier in the music industry, providing an economy of scale that’s hard to grasp at the moment,” Kelleher said. “Endless Riff, with its interactive social experiences and rapidly growing community, provides music lovers with a sense of democratization, and that truly excites me. Having worked at the intersection of the music, commerce and community for years, I have no doubt that Endless Riff is paving the way for the industry. I’m thrilled to be a part of the team.”

Since it launched in June, Endless Riff has live-streamed 100+ shows from its intricate, virtual recreation of NYC’s Rockwood Music Hall, and has also hosted exclusive content from artists like Umphrey’s McGee and Lettuce.

Fans can sign in to the Endless Riff platform via an Oculus Rift headset to watch the shows, together, for free, and it will be available on additional devices later throughout 2018. For more information, please visit www.endlessriff.com.

About Endless Riff

Endless Riff is a virtual reality platform that provides new ways for fans to experience live, recorded, and self-captured music content together. A “virtual music festival,” Endless Riff allows music lovers to consume, communicate, and bond over live performances, archived concerts, and exclusive “b-roll” content emanating from/within existing, former, or new virtual venues. Using networked VR tools, the platform offers content across a broad variety of capture technologies including 2D, 3D, and 360-degree video.

Endless Riff is currently available in open beta in the [Oculus Rift store](#), where users can watch curated playlists with friends (via life-like avatars) within the interactive app. Beginning with New York City’s Rockwood Music Hall, the company plans to offer artists, venues, and other music curators virtual vessels to house not only recorded and live performances but also new ways artists can engage directly with fans using VR technology.

For more information on Endless Riff, visit www.endlessriff.com.

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