



Social Music VR App Endless Riff to Livestream Sheryl Crow's Intimate Performance for Radio Station 91.9 WFPK at Old Forester Distillery on September 22

Louisville, KY, September 20, 2018 – Only 70 people can be in the room for the Old Forester Distillery presents 91.9 WFPK members-only performance with Sheryl Crow, but social virtual reality platform Endless Riff will make fans around the world feel as if they are also at this special concert as they broadcast it live in VR on Saturday, September 22, at 1 p.m. ET. That evening, Crow will play the final show of her current tour in Champions Park, so the broadcast is a rare treat before she takes a break from the road to focus on promoting her new song “Wouldn’t Want to Be Like You” and finalizing plans for her next album release.

Crow’s performance is part of a new series hosted by WFPK at Old Forester Distillery, a new facility in downtown Louisville, and broadcasted in VR by Endless Riff that started in May 2018. Its aim is to make Louisville’s local music scene accessible to a wider audience while expanding the horizons of music in a VR setting. Endless Riff’s app is available on Oculus Rift, Go, and Samsung Gear VR devices. It has streamed nearly 300 performances since its June 2017 founding.

“VR is the perfect medium to bring fans into this exclusive performance with Sheryl Crow as she prepares to wrap up this leg of her tour,” Endless Riff CEO and Co-Founder Mark Iannarelli says. “Only by using VR can you have both the intimacy of a small-venue performance and global reach at the same time. We think these type of events are the future of music that only VR can bring to the masses.”

“The WFPK family is looking forward to being able to give our members a one-of-a-kind chance to see an artist as influential and empowering as Sheryl perform in a small, intimate space, while at the same time, share what we have here in Louisville to all her fans around the world,” WFPK Music Director Kyle Meredith says.

Sheryl Crow is a Grammy Award-winning country-rock artist and actress who has sold over 50 million albums worldwide, including five Platinum-or-higher certified records. She currently holds nine Grammy Awards, including Best New Artist and Best Rock Album for her self-titled record, and has landed five songs in the Top 20 of the Billboard Hot 100, including “All I Wanna Do,” “Strong Enough,” “If It Makes You Happy,” “Everyday Is a Winding Road,” and “My Favorite Mistake.” A passionate activist, Crow has used her career to benefit causes that she believes in, including breast cancer and AIDS awareness. Crow will also be performing at the Louisville Bourbon & Beyond festival on September 22 and is lined up to play at the Elton John AIDS Foundation Benefit Gala on November 8 in NYC.

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 the [Oculus Store](#). 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.

About WFPK

Founded in 1954, WFPK is a 24-hour listener-supported, noncommercial radio station in Louisville, Kentucky, focused on alternative and jazz. Popular WFPK programs include *Live Lunch*, a weekly series featuring local and national acts performing live in front of a studio audience; *WFPK Waterfront Wednesday*, a monthly free concert held at iconic Louisville Waterfront Park; and *World Café*, in which WFPK’s curators choose local Louisville bands and performers to be featured on NPR’s national platform. Live streaming is available at WFPK.org. WFPK is part of Louisville Public Media, an independent, community supported not-for-profit corporation serving our community with three distinct public radio stations, an investigative unit and a free online calendar service.

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