



Endless Riff Offers On-Demand Social VR Access to Sheryl Crow's Intimate Performance for Radio Station 91.9 WFPK at Old Forester Distillery

Louisville, KY, October 2, 2018 – Sheryl Crow fans will be able to relive her intimate performance for 91.9 WFPK presented by Old Forester Distillery exclusively in virtual reality starting September 29 via social VR platform Endless Riff. The show, originally recorded September 22, will be available on-demand via the platform, allowing fans all over the world to experience one of Crow's final performances before she takes a break from the road to focus on finalizing plans for her next album release.

Crow performed a setlist of five songs for an intimate 70-member audience, including hit singles "If It Makes You Happy," "Every Day Is a Winding Road," "All I Wanna Do," "My Favorite Mistake," and her latest release "Wouldn't Wanna Be Like You." The concert proved to be one of Endless Riff's greatest successes.



[Screenshots from the event from Endless Riff. To download hi-res versions, [click here](#).]

Crow's performance was 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.

"We're excited to be bringing one of our most successful shows back into the VR space," Endless Riff CEO and Co-Founder Mark Iannarelli said. "It's thrilling that our work with WFPK has resonated so well with our audiences, and we're looking forward to creating similar experiences with them in the future."

“Sheryl’s performance embodied the experience of being in Louisville and the magic of virtual reality perfectly,” WFPK Music Director Kyle Meredith said. “We believe that through our partnership with Endless Riff, we are introducing new levels of cultural immersion in a virtual live music space, and the success of this event definitely proved that.”

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.

Endless Riff Media Contact

Laurie Jakobsen, Jaybird Communications, 646-484-6764, laurie@jaybirdcom.com
Bill Greenwood, Jaybird Communications, 609-221-2374, bill@jaybirdcom.com