



## **Social Music VR Platform Endless Riff Partners with Louisville's 91.9 WFPK, Pioneering Permanent Radio Property in Virtual Reality**

*Partnership Will Showcase Independent Station's Live Performances and Artist Interviews in a Social Virtual Environment, Kicks Off June 1 With AWOLNATION*

**New York, NY, May 30, 2018** – Social music VR platform [Endless Riff](#) has announced a partnership with Louisville's independent alternative radio station 91.9 WFPK, becoming the first radio property of its kind in virtual reality.

Endless Riff, which has streamed over 175+ shows since its launch in 2017, will expand its content offerings to include WFPK's live in-studio performances, artist interviews, and more, all in a virtualized environment.

This partnership – which will kick off with a [Live Lunch performance from multi-platinum alt-rock band AWOLNATION](#) this Friday, June 1 -- will allow music lovers from around the globe to experience WFPK appearances from local and national artists, which have recently included Portugal. The Man, Jason Isbell, The Lone Bellow, and Michael Cleveland and Flamekeeper. It follows Endless Riff's ongoing partnership with New York City's Rockwood Music Hall, as well as live-streams from events like SXSW.

"Partnering with WFPK helps bring the local culture and intimacy of independent radio to an entirely new virtual platform, where music lovers from all over the world can get a taste of Louisville," said Endless Riff CEO and Co-Founder Mark Iannarelli. "Many of my formative years were spent in Kentucky, where music fans and culture have had and continue to have a major role in my life. I am very proud that Louisville's WFPK is the first radio station we are bringing to the masses in VR, and I can't wait to start jumping into the performances and innovating radio-VR with the team."

"Our station serves as a reflection of Louisville's culture as well as culture from around the world that the people of Louisville have tuned in to hear for more than 60 years," said Kyle Meredith, Music Director at WFPK. "We're so excited for music lovers and VR users from all over the world to connect to that culture and become a part of the WFPK family."

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](http://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.

For more information, please visit [www.endlessriff.com](http://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 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](http://www.endlessriff.com).

### **Endless Riff Media Contact**

Kyle Wall, Jaybird Communications, [kyle@jaybirdcom.com](mailto:kyle@jaybirdcom.com), 570.575.3405