



FOR IMMEDIATE RELEASE
Wednesday, August 20, 2014

FOR MORE INFORMATION, CONTACT
Emma Schneider, Public Relations Manager
512-476-5632
eschneider@kmfa.org

Listen Local initiative makes classical music accessible to all

August 20, 2014 (AUSTIN, Texas) – KMFA Classical 89.5, the all-classical public radio station for Central Texas, has expanded its Listen Local initiative which presents local classical music performances to larger audiences by broadcasting them on KMFA Classical 89.5. KMFA now partners with local arts organizations, like Austin Lyric Opera, Austin Classical Guitar and Austin Chamber Music Center, to offer at least one Listen Local broadcast per month.

“KMFA is firmly committed to preserving, sustaining and growing Austin’s fine arts scene,” said president and general manager Ann Hume Wilson. “We are excited to be sharing Austin’s classical music treasures not only with the local community, but also with music lovers around the world.”

In August, the Listen Local broadcasts will include three *Classical Cactus* concerts from Austin Classical Guitar. They were recorded at the Cactus Cafe on the campus of UT Austin, which is regarded as one of the best live acoustic rooms in Austin. The broadcasts will run August 29-31 at 1:00 p.m. on KMFA, featuring a different performance each day. Broadcasts later this fall will include the ACMC Coltman Chamber Music Competition, Texas Early Music Project’s *La Pellegrina: Music for a Medici Wedding*, and a live broadcast of Austin Lyric Opera’s *A Masked Ball* by Verdi.

The Listen Local project is funded and supported in part by The Still Water Foundation, and the City of Austin through the Economic Development Department/Cultural Arts Division believing an investment in the Arts is an investment in Austin’s future. Visit Austin at NowPlayingAustin.com.

KMFA Classical 89.5 is a nonprofit, listener-supported radio station with a mission to uplift, entertain and educate Central Texans by providing the best in classical music and cultural programming. Since 1967, KMFA has enhanced the region’s cultural environment as an educational and cultural institution. For more information about KMFA or to listen online, visit our website at www.kmfa.org.

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