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KMFA 89.5 RELEASES “THE SOUNDTRACK OF AUSTIN.”
A MOBILE CLASSICAL MUSIC TOUR

Austin, Texas—March 1, 2017—KMFA 89.5, Austin’s listener-supported classical music station, launches *the Soundtrack of Austin*, a novel and immersive experience and the highlight of the redesigned KMFA mobile app. It’s a classical music tour around Austin that connects iconic landmarks and local cultural organizations with classical works curated by KMFA’s expert music staff. Like an audio tour through a museum, the app tells you about the significance of each location and why the selected piece fits.

The twenty-four locations included are as follows: the Ann Richards Congress Avenue Bridge, Auditorium Shores, Austin 360 Bridge, Barbara Jordan Statue, Blanton Museum of Art, City Hall, Contemporary Austin Laguna Gloria, French Legation Museum, George Washington Carver Museum and Cultural Center, Huston-Tillotson University, Imagine Art, Lady Bird Johnson Wildflower Center, Lady Bird Lake Boardwalk, Mexic-Arte Museum, Mount Bonnell, Rock Island (Boulder in Zilker Park), St. Edward’s University, Sunshine Community Gardens, Texas State Capitol, The Thinkery, Turrell Skyspace, Umlauf Sculpture Garden, UT Tower, and Zilker Botanical Garden.

“We created *the Soundtrack of Austin* to show how the music we love inspires life and the city we call home,” says KMFA President & General Manager Ann Hume Wilson. “We invite everyone in Austin, community members and visitors alike, to explore all the wonderful landmarks and cultural organizations that our city has to offer.”

The Soundtrack of Austin was developed in partnership with the creative firm Archer Malmo, and is sponsored by Estes Audiology. The new KMFA App, which includes *the Soundtrack of Austin*, is available to download for free from the App Store and Google Play.

About KMFA:

KMFA 89.5 is the all-classical public radio station of Central Texas founded in 1967. The non-profit and listener supported radio station believes classical music inspires and restores the human spirit. KMFA serves approximately 100,000 listeners each week and features both locally produced shows as well as nationally distributed programming. KMFA encourages arts education, supports the Central Texas community, and strives to enhance the region’s cultural environment.