



For Immediate Release

New Choir Mobile App Takes Music to the World

Fans of the Mormon Tabernacle Choir can now access its music and latest news anywhere in the world with a new app launched today for iOS users. The app is the first devoted exclusively to the Mormon Tabernacle Choir and its music, allowing users to listen to the Choir's 24/7 music stream powered by the Mormon Channel and the Sacred Music Library from the touch of a mobile button.

The new app also features the Choir's latest videos, blogs and calendar of events, which will be continually updated and enhanced. Users can even purchase Blu-rays, digital music albums, books and DVDs of the Choir with the new app. Tracks from the Sacred Music Library are downloadable from the app, and enhancements to store.lds.org will enable downloadable mp3s of the Choir's music to be available later this year.

"We are making the Choir's music available to a younger and more international audience by taking it to them in a digital format," said Choir manager Scott Barrick. "Our mission is to make inspirational music available across generational and cultural boundaries because we know it has the power to uplift and bring joy and peace."

The new app is actually the culmination of the Choir's venture into the world of digital media that began with the launch of its YouTube channel in 2012. The Choir's YouTube channel now has over 20 million views and continues to grow, as does its Facebook page, which, outside of the United States, is most popular in Brazil, Mexico, Peru, Chile, Guatemala, New Zealand, the Philippines, Canada and Australia.

The new app is free and available for the iPhone and iPad. To download the app, from an iOS device simply go to the app store and search on Mormon Tabernacle Choir. A version for Android users will be available later in the spring.

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