



**For Immediate Release**

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## **Mormon Tabernacle Choir Announces Gift to Fans Throughout the World, Complimentary 24/7 Christmas Music Stream**

As a holiday gift to its growing domestic and international audience, the Mormon Tabernacle Choir today announced a 24/7 commercial-free Christmas music stream that will begin on December 11 and continue through December 25, 2014.

“The Christmas stream will allow a broader audience to enjoy the Choir during the holiday season” said Christian Lambert, the producer of digital channels for the Mormon Tabernacle Choir. “We are seeing a younger and more international audience tuning in regularly to experience the Choir through our website and social media channels.”

This is the first time in history the Mormon Tabernacle Choir and Orchestra at Temple Square will make available the content from their annual Christmas albums in a continuous rotation comprised just of Christmas music. In addition, every night at 8:00 p.m. (Mountain Time) the stream will feature one of the Choir’s iconic Christmas concerts from 2001 to the present. Christmas episodes of *Music and the Spoken Word* will also stream at 6:00 a.m., noon and 6:00 p.m. each day (Mountain Time).

“The Choir’s goal is to share uplifting music of joy, peace and hope to its listeners,” said Ed Payne, producer of the Choir. “We encourage families to make the Mormon Tabernacle Choir’s music a part of a new holiday tradition as they celebrate the birth of our Savior, Jesus Christ.”

The stream is the Choir’s latest digital outreach which includes its website and sacred music library featuring its live performances, its extensive YouTube channel, and its Facebook page and presence on Twitter and Pinterest.

“We really enjoy hearing from our fans on social media, and we listen to their feedback.” Payne said. “We hope people will make the music stream the soundtrack for their holiday season.”

In fact, Lambert says it was the response to the Choir’s 24/7 streams that inspired the creation of the Christmas 24/7 stream. His favorite social media comment from a listener says, “Music transports the gospel to my soul like nothing else. I have so much appreciation for the remarkable effort that goes into providing this spiritual medium.”

**MORE**

## Mormon Tabernacle Choir Announces Gift to Fans Throughout the World

– Page 2

Fans can access the stream at <http://www.mormontabernaclechoir.org/listen-to-music?lang=eng>, where there are detailed instructions on how to enjoy it throughout the holiday season.

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