



For Immediate Release

Mormon Tabernacle Choir Announces New Website: Crisp, Engaging, Helpful

As part of its latest venture into social media, the Mormon Tabernacle Choir has a new and improved website: www.mormontabernaclechoir.org. More than an update of the previous one, this new site has a look and style that is easy to navigate, is full of the latest information and media and is the capstone to the Choir's presence on the Internet.

"This new website has been in the works for months. We hope it will further connect us to our friends and audiences around the world," explains Choir president Ron Jarrett. "The site is designed to increase our visibility and accessibility. We plan to keep it updated with new features. Watch for daily reports from our upcoming tour."

The new site breaks down into logical sections: Watch & Listen, Music & the Spoken Word, Events & Tickets, Connect, About Us and Shop. The enhanced content, interesting insights, imagery and pictures will keep you clicking around the site and coming back time and again, learning more and more about the Choir.

Wondering about the latest news or highlights of tour? Just open to the home page and check the rotating carousel or articles below. Looking for a calendar of upcoming concerts? Review Events & Tickets. Wanting to replay the latest video, "Give Said the Little Stream"? Visit Watch & Listen. Trying to update your CD collection with recordings from a guest artist? Visit the Shop section for a full listing of recordings with sample clips and links to purchase. Hoping to hear Alfie Boe's "Bring Him Home"? Go to Guest Artists in the About Us section.

Choir manager Scott Barrick says, "This is like moving into a new house. It is well built, beautifully constructed and lovely to look at. It is going to be a glorious place to live."

###

Contact for news media only. Please do not publish.

Kim Farah, Mormon Tabernacle Choir Publicist

(801)240-1977

kfarah@mormontabernaclechoir.org

MORE

