



For Immediate Release

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Mormon Tabernacle Choir YouTube Channel Strikes Chord Internationally

Salt Lake City— Less than a month after its launch, the Mormon Tabernacle Choir’s official YouTube channel (YouTube.com/MormonTabChoir) has already garnered more than a quarter-million views and 10,000 subscribers spanning the globe.

Choir fans have collectively spent almost 600,000 minutes – more than 1 year’s time— watching performances, concerts, and music videos on the channel. Viewers from 118 countries across the world have subscribed to receive notifications from the Mormon Tabernacle Choir when new content is posted. Most of these subscribers are from the United States, Canada, Brazil, Germany, Mexico, and the United Kingdom.

“YouTube has made the Choir boundless,” said Choir President Ron Jarrett. “Before the launch of our channel, there was no way to listen to *Music and the Spoken Word* if you couldn’t tune in live. Many of our fans couldn’t listen because of time zone differences or scheduling conflicts. Today our music is accessible for everybody, anywhere and at any time. High traffic from diverse places on the channel shows that this was a step long overdue.”

One unique asset of the Choir’s YouTube channel is that it allows Choir fans to interact with the Choir through comments on its videos. So far, viewers have left comments in English, Spanish, Portuguese, Russian, German, and French. One viewer’s comment sums up the consensus. “This is just what the world needs. When there is so much bad out there available to everyone, it’s comforting to see now that more and more good will be available to everyone!”

The official channel can be found at www.youtube.com/MormonTabChoir . It currently has almost 90 videos and approximately 500 minutes of footage and is constantly uploading new material on a weekly basis, including full episodes of its renowned program *Music and the Spoken Word*, past Christmas specials, and concerts featuring special guests.

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