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\*\*\*For Immediate Release\*\*\*

## A Closer Walk, an Interactive Map of New Orleans Music History, Launches Today at [ACloserWalkNOLA.com](http://ACloserWalkNOLA.com).

### A New Digital Tool for Music Lovers and Preservationists

**New Orleans, LA**—A Closer Walk (ACW) is a new, interactive website about New Orleans music history with location-based content written and curated by a team of experts. On ACW, you can read descriptions of historic sites by acclaimed music writers, see rare photos of landmarks in their heyday, listen to music and oral histories with artists, watch videos and interviews, and even find links to buy related MP3s, books, and DVDs.

ACW is a project of WWOZ, the Ponderosa Stomp Foundation, Bent Media, ePrime Media, and Randy Fertel. Arthur Cohen, Chief Content Officer at community radio station WWOZ, says “A Closer Walk uses today’s technology to make a wealth of information about New Orleans’ cultural legacy accessible to music and history lovers here and around the world. This resource for everyone, from casual tourists to serious researchers, fits perfectly with WWOZ’s mission of serving our community by promoting New Orleans music and cultural heritage.”

“A Closer Walk is our gift to New Orleans and to music lovers everywhere!” said partner Randy Fertel, referring to all who developed the project.

ACW creates a network of historic sites, many of which are otherwise unmarked, and some of which urgently need restoration. Ira “Dr. Ike” Padnos of the Ponderosa Stomp says “The Ponderosa Stomp has always celebrated and preserved the legacy of American music and musicians. With A Closer Walk, we’re excited to extend our advocacy to the landmarks they helped make famous.”

ACW is mobile-optimized, so you can tap the map and find historic sites near you on your mobile device. Locals will discover landmarks hiding in plain sight. Visitors can explore more than a century

of New Orleans' greatest musical places and people in an easy-to-navigate format. ACW is free, and there is no app to download. On your mobile device or smartphone, just add the site to your home screen, or bookmark it.

You can filter locations by time period, neighborhood, and music genre—from traditional jazz to hip-hop—to customize your own tour. Pre-curated itineraries are available, too, and users outside the city can take virtual tours from their desktop.

Visit [ACloserWalkNOLA.com](http://ACloserWalkNOLA.com) and <https://www.facebook.com/ACloserWalkNOLA/> for more.

More about the ACW partners: [WWOZ](#), [Ponderosa Stomp Foundation](#), [Randy Fertel](#), [Bent Media](#), and [e/Prime Media](#).

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