



## FROM THE TOP

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Contact: Erin Haran MacCurtain  
617-437-0707 x117, emaccurtain@fromthetop.org

### From the Top Goes Mobile

#### Non-profit launches iPhone App through partnership with Instant Encore

(Boston)...**From the Top**, the preeminent showcase for young musicians, is pleased to announce the release of its new iPhone application. Powered by Instant Encore, the mobile tool gives fans up-to-the minute access to From the Top's podcasts, videos, radio show clips, news updates, concert listings and more. The application is available through the iTunes store and requires users to create an account with Instant Encore.

From the Top and Instant Encore are slated to release applications for Android and Blackberry in October. Instant Encore is committed to keeping classical music vital and accessible to the audience of today and tomorrow while providing organizations and artists with the opportunity to utilize the media model of our time, the Internet.

From the Top is best known for its award winning PBS and NPR programs celebrating the music and stories of the nation's best young classical musicians. In the past decade, the Boston-based non-profit has expanded from a weekly public radio series to include an Emmy-Award winning PBS television series, a national tour, online media, and educational programming ranging from community outreach to music textbooks published by Macmillan/McGraw Hill. From the Top's Arts Leadership program empowers young musicians to serve as role models and give back to their communities. Through a partnership with the Jack Kent Cooke Foundation, From the Top awards more than \$200,000 in scholarships to high achieving musicians with limited financial means each year. This program has invested more than \$1.2 million in support of pre-college students since 2005.

Learn more at [www.fromthetop.org](http://www.fromthetop.org).