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Media Contact:

Gary Turner

USA +1 615-649-4724

gturner@learntoplaymusic.com

apollo-m.com

Press Kit: learntoplaymusic.com/press-room

Apollo-M Crowdfunding Campaign Rockets To 35% Funded In 3 Days!

A groundswell of positive press, social media buzz, and generous public support has seen the Netflix-style music learning platform soar towards success, and based on current funding trajectory should see its campaign blow past the initial \$100,000 target.



NASHVILLE, TENNESSEE (November 27, 2014) – Like Spotify is to songs or Netflix is to movies, Apollo-M gives the more than 300 million musicians and music teachers worldwide unlimited access to a massive library of quality graded music lessons covering all popular instruments, genres, styles and age-groups in an easy-to-use app that can be used any place, anytime.

On November 24th, the [Apollo-M crowdfunding campaign](#) was launched with a modest goal of raising \$100,000 and building invaluable music community support. The response has been remarkable with the campaign far exceeding early expectations, achieving '35% funded' in just 3 days.

The Apollo Music Platform (Apollo-M) is the latest innovation from world-leading music education innovator, LearnToPlayMusic.com. “The appeal of a platform like Apollo-M is in having everything that a beginner or professional musician needs to pursue their music dreams, or a music teacher needs to teach their students, in one affordable place,” said Gary Turner, the co-founder and CEO of LearnToPlayMusic .com. “It’s like Netflix for the world of musicians. Instead of paying \$25 for only one lesson book, anyone can subscribe for just \$4.95 per month (or for free if you’re a teacher), and get unlimited access to thousands of the best lessons, eBooks, videos, podcasts, web TV shows, digital sheet music and tools for learning and playing music.”



Apollo-M can be easily accessed from any smart phone, tablet, desktop or laptop computer and can be used online and offline. With the Apollo-M app, music students, teachers and professionals can...

- Get unlimited access to thousands of quality-controlled music instrument lessons with video and audio, plus podcasts, web TV shows, live concerts, bios and documentaries about learning and playing music.
- Purchase over 350,000 sheet music and tablature downloads, music products and accessories at a substantial discount.
- Play along with 3D game-like music instrument animations and get interactive feedback on how well they have played a piece of music.
- Practice performances with band backing tracks, record and mix their own compositions before uploading them for others to hear, plus tune their instruments and use the chord and scale finder to improve repertoire.
- Network with a worldwide community of music students, teachers and music professionals.
- Locate and connect with teachers or students in their local area or set up live video lessons and master classes.
- Upload, share, discuss and customize lessons and lesson plans and provide feedback to students.
- Share in the revenue generated from subscriptions and pay-per-view user-generated lesson content.

“There really is no other app or website that comes close to matching Apollo-M’s features and value,” said Turner.

“The platform is also a great opportunity for music teachers,” added Turner. “Alongside the licensing deals we have in place with other major content providers, we’re offering free subscriptions to music professionals who use the platform as a teaching tool, or distribute their original music lesson and related content through Apollo-M’s ‘Pay-per-view Revenue Program’.”

“Apollo-M really is the next evolution in music learning, teaching and playing, and we want everyone in the music community to have the opportunity to be involved and share in the rewards,” Turner added. “Our crowdfunding campaign allows everyone to be directly involved in Apollo-M’s continuing development. We will be offering some really cool and exclusive perks to support the platform, and giving anyone that contributes a piece of the action.”

About LearnToPlayMusic.com

Launched in Australia in 1979 (as Koala Music Publications), LearnToPlayMusic .com is one of the world’s leading innovators and publishers of music learning books, videos and digital lesson content.

To receive more information on Apollo-M and LearnToPlayMusic .com please contact Gary Turner at gturner@learntoplaymusic.com. A full press kit is available at learntoplaymusic.com/press-room.

[The Apollo-M crowdfunding campaign is now live on Indiegogo.](#)

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