



# CULTURAL ROADMAPP

A GROUNDBREAKING, HANDS-FREE CULTURAL AUDIO TOUR APP FOR MOTORISTS

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**PRESS RELEASE**  
**Media Contact**

Deborah Schull  
(917) 628-7988

[Deborah@culturalroadmapp.com](mailto:Deborah@culturalroadmapp.com)

[www.culturalroadmapp.com](http://www.culturalroadmapp.com)

[www.culturalroadmapp.com/press/](http://www.culturalroadmapp.com/press/)

**CULTURAL ROADMAPP: IRELAND'S WILD ATLANTIC WAY**  
**—A GROUNDBREAKING GPS-ENABLED AUDIO TOUR APP FOR MOTORISTS—**  
**TO LAUNCH CROWDFUNDING CAMPAIGN ON INDIEGOGO JUNE 7th**

NEW YORK, NY - The transatlantic startup Cultural Roadmapp is launching its first crowdfunding campaign on July 15, 2016, in Indiegogo's Transmedia category. The campaign for \$35,000 will enable the startup to create a pilot audio tour for a GPS-enabled app illuminating the prodigious culture and heritage of Ireland's west coast. Designed specifically for motorists on Ireland's 1500-mile (2500 km) Wild Atlantic Way driving route, the hands-free app will comprise four audio tours. The pilot audio tour app spotlights Counties Clare and Limerick.

In both format and content, Cultural Roadmapp offers the immersive cultural experience more and more tourists today are searching for. Unlike the few audio tour apps for motorists available on the market, Cultural Roadmapp weaves unvarnished expert interviews, storytelling, and humor with world-class musical, literary, and dramatic performances--all 100% hands free.

The app's hands-free capability is made possible by the latest GPS technology, called "geo-fencing." After downloading the app to a smart device, the user plugs the device into the vehicle's USB port. Sensing pre-identified landmarks on the tour route ahead, the app triggers the vehicle's speakers to automatically play audio providing a delightful cultural-historical context to the landmark and local area. Without the need to keep hands and eyes glued to multimedia apps and traditional guide books, motorists can enjoy the scenery as they listen.

Based in New York City and Ennis, Ireland, and founded in 2014, Cultural Roadmapp is in its early stages. Founder and president Deborah Schull is a senior writer-producer whose credits include an audio tour for the Ronald Reagan Presidential Library and Museum, which earned the museum world's prestigious MUSE Award in 2011. The startup team includes Leah O'Brien Bernini, an ethnographer and ethnomusicologist who directs content collection and curation, and Oisín Mac Diarmada, a world-renowned Irish fiddler and the startup's music director.

For more information about Cultural Roadmapp and its upcoming Indiegogo campaign, please go to <http://www.culturalroadmapp.com/press/>. From June 7th through July 15th, also see Cultural Roadmapp's Indiegogo Campaign Page at <https://www.indiegogo.com/projects/cultural-roadmapp-ireland-s-wild-atlantic-way--3#/>.