



FOR IMMEDIATE RELEASE  
JUNE 15, 2016

## Press Release

### Media Contact

Deborah Schull  
917.628.7988 (m)  
deborah@culturalroadmapp.com  
www.culturalroadmapp.com

### CULTURAL ROADMAPP PRESENTS *TRIPOD* – THREE PODCAST INTERVIEWS WITH LEADING IRISH CULTURAL EXPERTS – AS PART OF ITS INDIEGOGO CAMPAIGN FOR A GROUNDBREAKING HANDS-FREE AUDIO TOUR APP FOR MOTORISTS

NEW YORK, NY, June 14, 2016 – On Thursday, June 16, Cultural Roadmapp will debut *TRIPOD*, a series of three 10-minute podcast interviews with leading lights of Ireland's cultural scene, to be hosted on SoundCloud. The series syncs with a three-week online celebration of Irish culture and heritage crafted to amplify the "fun factor" in the transatlantic startup's current crowdfunding campaign on Indiegogo. The recently launched campaign seeks support for an innovative GPS-guided audio tour app about County Clare--the first in a series for motorists on the Wild Atlantic Way, the stunning 1500-mile touring route spanning Ireland's west coast.

***TRIPOD*'s first week**, focused on Irish language and literature, features a podcast interview on June 16 with Joseph Nugent, County Westmeath-born professor of English Literature at Boston College; Nugent's own *JoyceWays* app offers a multilayered virtual tour of James Joyce's Dublin. **Week 2**, spotlighting Irish music and dance, features Dr. Catherine Foley, course director of the University of Limerick's master's programs in ethnochoreology and Irish traditional dance performance; Dr. Foley is one of the world's leading experts on Irish dance, dance anthropology, and dance ethnography. The **final week** highlights film and television, featuring Joan Bergin, the Irish costume historian whose breathtaking costumes for television series *The Vikings* and the *Tudors* and numerous films have earned two *Emmy Awards* and a host of other honors. Other treats in store during Cultural Roadmapp's online celebration include unique rewards for Indiegogo campaign contributors and blog posts, both geared to the weekly cultural themes.

Cultural Roadmapp's **audio tour app for County Clare**, set to launch on St. Patrick's Day 2017, is a thrilling three-hour immersive experience to be enjoyed over two days. Like the other audio tours in the Wild Atlantic Way series, the hands-free app senses landmarks ahead on the driving route, triggering the vehicle's speakers to automatically play a sonic tapestry of interviews with cultural experts, storytelling, world-class music and literary performances, unvarnished humor, and beautiful narration, providing a delightful cultural and historical context to the landmarks ahead and the local area. Unlike distracting standard travel apps and traditional guidebooks, the app uses the latest geo-fencing technology to let motorists keep hands on the wheel and eyes on the view as they listen.

**Cultural Roadmapp** was founded in 2014 by Deborah Schull, a New York-based senior audio tour writer and film producer whose work has been featured in the Smithsonian Institution and the Ronald Reagan Presidential Library and Museum; she lived in Dublin during her high school years, when she fell in love with all things Irish culture. Contact her at [deborah@culturalroadmapp.com](mailto:deborah@culturalroadmapp.com).

More information on Cultural Roadmapp, the team, the Wild Atlantic Way series, and the Clare app can be found at [www.CulturalRoadmapp.com](http://www.CulturalRoadmapp.com) and at the [Indiegogo campaign](#) page.

###