SHARING THE POWER OF CLASSICAL MUSIC

As the region’s only broadcast source for classical music and the country’s largest producer and distributor of classical music programming, YourClassical MPR is leading the way in connecting audiences to the enriching and soul-nourishing power of classical music. We’re passionate about making classical music accessible and relevant, but there is a very important group missing from our audiences today: young people. To cultivate the next generation of classical music enthusiasts, we need to create new digital content and introduce fresh perspectives, innovative ideas, and emerging voices to our programming.

INVEST IN THE FUTURE

By supporting YourClassical MPR, you will help make our programming relevant to individuals and essential to communities for generations to come. Your investment will ensure that YourClassical MPR has the resources it needs to build interactive content and expand our platform into emerging technologies—meeting the next generation where they are and inviting them to experience the beauty and power of classical music for themselves.

YOURCLASSICAL MPR PRIORITIES

Your gift to YourClassical MPR will help us:

Promote and market YourClassical MPR to new and diverse audiences so that even more people can benefit from the proven power of classical music.

Expand our digital offerings to become the premier online destination for classical music listening nationwide.

Invest in new programming for children and families.

Develop a suite of classical offerings related to wellness, including curated playlists, guided imagery, and sensory tools.

“Classical music preserves the voices of the past and communicates their brilliant insights to the world through the beauty of sound. I am overjoyed to hear these voices on the radio every day.”

–Josh, Andover MN