



# MEDIA ANNOUNCEMENT

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## 909 The Bridge Announces Sporting KC as a Principal Partner

909 The Bridge, Kansas City's newest NPR Music Station has joined in partnership with Sporting KC. As a Principal Partner of 909 The Bridge, Sporting KC acknowledges the importance of a thriving local music scene in Kansas City and is eager to be a part of Standing up The Bridge.

"Partnering with community organizations is a big part of our mission. The Bridge has a strong focus on connecting Kansas City with local music as well as serving as a place for music discovery. Collaborations with incredible local organizations like Sporting KC, who share that mission are crucial in helping us deliver on that promise." Kliff Kuehl, President and CEO, KCPT and The Bridge

The Bridge will have a significant presence at Sporting Park in the Sprint Plaza for the 2014 season. The Bridge will offer give-a-ways and soccer contests at The Bridge Table at selected games. Sporting KC players will be featured as part of the in-studio 909 Sessions at [bridge909.org](http://bridge909.org). The Bridge will also feature game day event information on website and will host a digital Sporting KC playlist for Sporting KC fans to check out.

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KCPT is a nonprofit, community-owned television station serving the greater Kansas City area that provides programming and services—on air and off—that entertain, educate and enrich the community. For more information about KCPT's programs and services, or to become a member and support public television in Kansas City, please go to [www.KCPT.org](http://www.KCPT.org).