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## Texas Music Café: Destination Waco New TV Show Coming to Channel 25

**WACO, TEXAS (October 1, 2020)** Question: Where can you hear Willie Nelson and Classie Ballou playing alongside rising stars of the music world? Answer: In Waco's live music venues, and now on a new TV show that is about to launch across central Texas.

When Waco recently won designation as a **Texas Music Friendly Community**, the original plan was to celebrate that milestone with a music festival showcasing the diverse musicians and live music venues on offer. However, during the pandemic that proved impossible. Instead, **Waco Convention & Visitors Bureau** and **Creative Waco** teamed up with **Texas Music Café**, **Keep Waco Loud**, **Rogue Media Network**, and **KXXV** to create a new show for Central Texas TV, **Texas Music Café: Destination Waco!**

The 30-minute weekly show is hosted by KXXV's **Lindsay Liepman** and local music promoters **Jacob Green** and **Katie Selman** of Keep Waco Loud. The show will launch on October 4th on KXXV-TV Channel 25 at 4:30 p.m. The show will run through December 13<sup>th</sup> and conclude with a holiday special featuring musicians from **Waco Symphony**.

Each week, the show will highlight memorable past performances plus diverse and talented rising live music stars in Waco and Central Texas; from country to hip hop, and from blues and jazz to classical. Alongside the music, locally owned live music venues and their menus will also be featured, promoting Waco's many flavors as a rising music destination.

"We hear daily how much people want to experience live music again" said Todd Bertka, Director of the Waco Convention & Visitors Bureau. "We can't quite pull off a festival yet, but this show supports musicians and restaurants and helps them get 'back in the saddle'. Meanwhile, people can experience the magic of local food and music that feels like a festival. We encourage viewers to order out from a local restaurant and enjoy the experience with their 'quaran-team.'"

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City of Waco's Mission: To provide exemplary municipal services for citizens and visitors in a collaborative and transparent manner while honoring the public's trust

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