

# INDY MUSIC TECHNOLOGIES ANNOUNCES GO LIVE OF GATHERINGMUSIC.ORG WEBSITE FOR PORTLAND OLD TIME MUSIC GATHERING

**AURORA, OR; January 15, 2018** – Indy Music Technologies announced today go live of the Gathering Music web site for the Portland Old Time Music Gathering (POTMG). This year’s Gathering, held over the weekend of January 12 to 14, included the release of “Gathered,” a compilation album of recordings from performances at prior Old Time Music Gatherings.

The Gathering Music site and store ([www.gatheringmusic.org](http://www.gatheringmusic.org)) went live over the weekend, presenting the album and enabling sales of the 2-CD version as well as MP3 digital downloads from the new site. All proceeds of sales return to POTMG to help it continue support for traditional music and dance in the Pacific Northwest.



The new site, while focused on the release of this album, will also allow POTMG to sell merchandise typically only sold at the Gathering itself, and do so at full retail price rather than giving up 40% to distributors or resellers. The ability to add this direct channel is a critical component for nonprofits and musicians to increase profit margins on their overall sales. The site was designed, built and implemented by Indy Music Sales, a Gathering sponsor.

Indy Music Technologies, under its Indy Music Sales brand of e-commerce software offers specialized website hosting and integrated e-commerce for musicians and bands. The IMS solution enables a musician to sell physical and digital product (CDs and MP3 downloads) and merchandise, thereby adding an ongoing direct sales channel at full retail price. Included in the system is the Indy Music app (Apple and Android) that provides users of IMS software a mobile-enable web and e-commerce offering, and fans an app to purchase and play digital music on mobile devices.

Full product information is available at: [www.indymusicsales.com](http://www.indymusicsales.com)

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