



## PRESS RELEASE

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CONTACT: Paul Vogelzang

PHONE: 202.683.7753

E-mail: [info@notold-better.com](mailto:info@notold-better.com)

### ***THE NOT OLD - BETTER SHOW PODCASTS SELECTED TO LAUNCH ON SPOTIFY***

WASHINGTON, DC & SAN FRANCISCO, CA – [The Not Old Better Show's](#) podcasts are now available on Spotify for the first time, offering listeners in their automobiles, on their desktops, and on mobile devices a new way to access its award-winning audio content. Listeners will be able to access, download and subscribe to the wildly popular Not Old Better podcasts including exclusive *Smithsonian Art Of Living*, *Music Today*, and the newest show, ancestry themed "*Backstory: Family is Everything*," programs, among many other via the Spotify app. The weekly audio programs feature the most fascinating and brilliant minds in film, literature, science, religion, business, politics and education in thought provoking long form interviews for the 55+ age community. Access to [The Not Old Better podcasts on Spotify](#) will be available across the globe in 37 countries.

Spotify is one of the most popular music and podcast streaming services in the world, with over 75 million users. On Monday, Spotify announced the acquisition of Soundtrap, an online recording studio, and several new offerings to its service, including video content, news, along with [The Not Old Better Show](#). A small selection of programs is being chosen to be part of Spotify's initial podcast offerings, among them [The Not Old Better Show](#).

The Not Old Better Show has more than 10 active podcasts shows and a back catalog of over 135, covering topics as varied as current affairs, culture, race, identity, sport, politics, science, tech, music and books.

Host of The Not Old Better Show, Paul Vogelzang, said: "The Not Old Better Show has been producing FREE, award-winning podcasts for over 3 years, covering a huge range of subject matters. We have a loyal and growing audience but are always looking for ways to reach new listeners so it's fantastic that our podcasts are now available on Spotify for even more people to discover. We are delighted to be part of Spotify."

James Cator, Spotify's Head of podcasts, EMEA, said: "[The Not Old Better Show](#) produces many of the most popular and highly regarded podcasts available worldwide. We are very excited to now be able to offer them to millions of fans on Spotify."

The Not Old Better Show podcasts can be found simply by searching for '[The Not Old Better Show](#)' in the Spotify search bar on both iOS and Android. For more information about [The Not Old Better Show](#), please go to <https://notold-better.com/our-story/>

