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International Storytelling Center partners with Pass It Down at National Storytelling Festival for digital storytelling campaign

First time ever--75,000 people can share their story on the same topic...at once

Chattanooga, TN - The International Storytelling Center, a cultural and educational institution dedicated to improving the world through the power of storytelling and Pass It Down, LLC, an award-winning digital storytelling platform, today announced a technology partnership and strategic relationship. At the 2016 National Storytelling Festival (NSF), the oldest and most prestigious storytelling festival in the world, Pass It Down & NSF will run a joint digital storytelling campaign.

Over 75,000 festival in-person and online attendees will be prompted to share their first memory utilizing the Pass It Down platform at www.passitdown.com/festival, leading to a multi-media collection of unique and personal stories.

“As president of International Storytelling Center, I hold a strong belief that to tell a story is more than a human right, it’s an act of love that can truly change the world,” said Kiran Sirah, the Executive Director of the International Storytelling Center. “Here at the International Storytelling Center we draw on the world’s most ancient art form as a tool for connecting the world. Storytelling can help us paint a picture of a world in harmony. We are excited to partner with Pass It Down as the company aligns with our vision to build a better life and better world through the power of storytelling”

“We are proud to partner with the International Storytelling Center and the National Storytelling Festival,” said Chris Cummings, Founder & CEO of Pass It Down. “What we are really excited about is the opportunity to see 75,000 people share their story about a single question. This is the beginning of millions of people sharing their stories, their successes, failures, and turning points—archiving life’s greatest lessons online.”

The three-day celebration of oral traditions from around the world- recently named one of the top tourist attractions in the nation by TripAdvisor.com- is the flagship event of its producer, the International Storytelling Center. The Festival runs October 7-9, with regular programming scheduled from **10:00 a.m. to 10:00 p.m. on Friday and Saturday, and 10:00 a.m. to 4:30 p.m. on Sunday**. The autumnal celebration of the world’s oral traditions has been an annual tradition since 1973, when the first National Storytelling Festival spawned the American storytelling revival.



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About: The International Storytelling Center

The International Storytelling Center is a cultural and educational institution dedicated to improving the world through the power of storytelling.

About: Pass It Down

Imagine if you could go back and hear and see your loved ones talk about their life. Pass It Down is an award-winning digital storytelling platform that puts a personal biographer in everyone's pocket. Pass It Down is building the best way for people everywhere to capture their life stories and share those with friends, family and the world.

About: National Storytelling Festival

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