

## Tracy Lawrence – Multi-platinum Recording Artist

### **TALKING POINTS:**

Tracy Lawrence's 18 No. 1 Singles serve as a potent reminder that Lawrence is one of the premiere voices of his generation. His song collections are a rich tapestry of life in the hands of a sensitive and intelligent singer.

•**NEW MUSIC:** Single – *"Til I Was A Daddy Too"* 2007  
Single Radio Add Date – August 21  
Album – *For The Love*  
Album Street Date – January 2007

•**TOURING:** Lawrence spent the early part of 2006 featured on one of the hottest tours of the year – The 2006 George Strait Tour – that included George Strait, Tracy Lawrence, and Miranda Lambert. He'll continue to tour on his own throughout the remainder of 2006 and 2007. His tour schedule is updated frequently and is available for viewing on his website [www.tracylawrence.com](http://www.tracylawrence.com)

•**COWBOY HATS:** Lawrence has an endorsement agreement with Resistol Hats, makers of fine Western-style hats for more than 80 years. The company offers four Tracy Lawrence signature hat styles, all of which are available to consumers through Western retailers across the United States. All four of the hats in the Tracy Lawrence signature collection are felt and are available in a variety of colors. Two of the hats share names with two of his hit songs: "Birmingham," a 30X hat with a suggested retail price of \$500 and "Alibi," a 20X hat with a suggested retail price of \$400. The other two are named "Always Right," a 5X hat with a suggested retail price of \$180 and "Honky Tonk," a 4X hat with a suggested retail price of \$155. Each of the four hats is shaped with Lawrence's personal fitting preferences including a pinch front crown with shaping slightly higher in the back. Each hat features an attractive buckle set and special Tracy Lawrence lining.

•**GIVING BACK:** Last year Lawrence expanded the reach of the Tracy Lawrence Fund, Inc., a 501-C3 organization for which he hosts several fundraising events including an annual celebrity golf tournament and concert that took place last month (April, 2006) in Texarkana, Arkansas. During his career, Lawrence has raised more than one million dollars for Cystic Fibrosis, fully-endowed numerous scholarships, joined forces to raise funds and awareness for CASA, and funded a variety of projects in his hometown region of Foreman, Arkansas, including the building of a computer science lab at the high school he attended. He is now a member of the Alzheimer's Assn.'s National Advisory Council.

•**ALZHEIMER'S ASSN:** The efforts of the Alzheimer's Assn. have become an enormous priority for Lawrence who regularly works to help increase awareness of the need to fund research for finding a cure for this disease. He often shares his own personal connection to Alzheimer's disease when participating in events for the Assn. Lawrence's grandmother, Pirley Wood, died of complications associated with Alzheimer's disease in November, 2003. "I was so close to my grandmother," says Lawrence. "It broke my heart to witness her mind being robbed of all of her memories and life experiences. This disease is dreadful and I'm eager to do what I can to help educate the public about Alzheimer's and to move toward the elimination of such suffering."

•**LAWRENCE PERSONAL:** Wife - Becca. Daughters - Skylar JoAnn and Mary Keagan.

•**CAREER AND AWARDS HIGHLIGHTS:**

- \* 17 No. 1 Singles
- \* Multi-platinum album sales (more than 7 million albums sold)
- \* **TIME MARCHES ON – album and title cut**  
(Received 11 Nominations from the Academy of Country Music [ACM] and the Country Music Assn. [CMA])
- \* 1992 Billboard magazine – “Top New Male Vocalist”
- \* **1993 ACM – “Top new Male Vocalist”**
- \* 1993 SRO “Best New Touring Artist”
- \* 1995 Country Weekly Golden Pick Awards – “Video Artist Of The Year”
- \* 1996 Country Weekly Golden Pick Awards – “Editors Choice: The Platinum Pick Award”
- \* **2007 CMA Vocal Event Of the Year – with Tim McGraw and Kenny Chesney**
- \* **2008 ACM Vocal Event Of the Year – with Tim McGraw and Kenny Chesney**

•**NO. 1 SINGLES:**

(\*Four were co-written by Lawrence)

“Sticks And Stones” (1992)	“Today’s Lonely Fool” (1992)
“Runnin’ Behind” (1992)	“Alibis” (1993)
“As Any Fool Can See” (1993)*	“Can’t Break It To My Heart” (1993)*
“My Second Home” (1993)*	“I See It Now” (1994)
“If The Good Die Young” (1994)	“If The World Had A Front Porch” (1995)*
“Texas Tornado” (1995)	“Stars Over Texas” (1996)*
“Time Marches On” (1996)	“Better Man, Better Off” (1997)
“Is That A Tear” (1997)	“If You Loved Me” (1998)
“Find Out Who Your Friends Are (2007)	

\***Homerun Single:** “Paint Me A Birmingham” - a huge No. 2 hit. The record that moved Lawrence back to the forefront of country music. One of his most successful, and most requested, singles to date. Drove first week album sales on his CD *STRONG* to record numbers. Accompanying video continues to be a favorite among Lawrence fans. The video featured his “live” “Grand Ole Opry” performance from the stage of the world famous Ryman Auditorium.

•**MOST RECENT ALBUM:** For The Love 2007

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**Websites:**

[www.tracylawrence.com](http://www.tracylawrence.com)

[www.alz.org](http://www.alz.org)

<http://www.myspace.com/tracylawrence>

[http://www.youtube.com/watch?v=vEN4o0Af\\_zE](http://www.youtube.com/watch?v=vEN4o0Af_zE)