

## Parker McCollum Talking Points

- **Parker McCollum** has become one of the leading voices in a new generation of Country music with a fresh take on his traditionalist approach to his sound and songwriting. "**What Kinda Man**" is a call-back to the sounds of his Texas roots, written by McCollum, Natalie Hemby and Jeremy Spillman, and produced by Frank Liddell and Eric Masse.
- "What Kinda Man" is the follow-up to FOUR consecutive #1 singles – "Pretty Heart," "To Be Loved By You," "Handle On You," and "Burn It Down"
- "Burn It Down" nominated for CMA Song Of The Year – announced 9/9 (written by Parker, Hillary Lindsey, Lori McKenna, Liz Rose)
- Named 'Artist to Watch' by Rolling Stone, Billboard, SiriusXM, CMT, RIAA, and more.
- 2021 MusicRow Breakout Artist of the Year
- Apple's All-Genre "Up Next Artists" Class of 2021
- Grand Ole Opry debut in 2021
- 2022 – RODEOHOUSTON debut performance to a sold-out crowd of 73K
- 2022 – First ACM Award for "New Male Artist of the Year"
- 2023 – First-ever Austin City Limits performance, kicking off 2023 season
- 2024 – Second ACM Award for "Visual Media of the Year" ("Burn It Down")
- "Burn It Down" is Parker's 4th consecutive #1
- Newest single "What Kinda Man" available on 9/13