

CONTACT Kristina Lankow  
PHONE 605-692-7539  
EMAIL [klankow@swiftelcenter.com](mailto:klankow@swiftelcenter.com)

FOR IMMEDIATE RELEASE  
11/30/2015

# PRESS RELEASE

## Lee Brice gears up for “Life Off My Years” tour with Tyler Farr

*Longtime Friends Roll into Brookings, SD on February 14*



Brookings, S.D. (11/30/2015) – Curb Records artist Lee Brice will celebrate the New Year by launching his "Life Off My Years" concert tour with special guest, Tyler Farr. The two will be taking the stage at the Swiftel Center in Brookings, SD, on Sunday, February 14. Tickets are available at the Swiftel Center Box Office, by phone at 800-745-3000, and online at [www.ticketmaster.com](http://www.ticketmaster.com).

The "evocative, rough-edged singer" (New York Times) has invited his good friend and musical compadre Tyler Farr to join him on this 21-city trek. Farr, who released his sophomore album, *Suffer In Peace*, in April, enjoyed back-to-back No. 1 hits this year and has previously opened on tours with Jason Aldean, Florida Georgia Line and Brantley Gilbert.

Both artists have catapulted singles to the top of the country charts. Brice has racked up an impressive four Platinum-selling singles (*A Woman Like You*, "Hard To Love," "Love Like Crazy" and "I Don't Dance") and achieved Gold with "I Drive Your Truck" and "Parking Lot Party." Farr has reached Platinum with "Redneck Crazy" and Gold with "A Guy Walks Into A Bar" and "Whiskey In My Water."

They've appeared together several times already, each feeding off the other to ramp up the intensity of the evening. Brice even guested on his friend's "Redneck Crazy" video in 2013.

Brice and Farr are each known for their consistently raw, emotional and energetic performances. Billboard has raved about both, lauding Brice's "power and passion" at this year's pre-ACM Awards show and, after witnessing Farr's sizzling set at New York's Irving Plaza, noted its many "thrilling moments" and concluded "Country has secretly been harboring some of the hardest rock in pop's mainstream ... and this is where Farr rests his hat." And The New York Times has observed, presciently, "the closest approximation to Mr. Farr's blend of raw and callused is Lee Brice."

Brice kicked off 2015 with a double ACM win (Producer and Artist, Single Record Of The Year, for "I Don't Dance"). The multiple Platinum and Gold Record honoree then performed on NBC's "The Voice," delivered a featured performance on "CMA Music Festival: Country's Night To Rock" (ABC) and shared the iHeartRadio Music Festival's Daytime Village Stage with Kenny Chesney, Blake Shelton, The Who, Kanye West and other superstars. He was featured in USA Today for his use of Periscope to connect with his fans and had his song "Sirens" included on the new "MADDEN NFL 16" game and soundtrack. This 2015 CMA "Single Of The Year" nominee recently played his 50th state show in Rome, GA (11/15/2015), becoming the first country artist to perform in all 50 states in 2015.

For more information, please visit [www.swiftelcenter.com](http://www.swiftelcenter.com), call (605) 692-7539 or follow us at [www.facebook.com/swiftelcenter](https://www.facebook.com/swiftelcenter).

#### FOLLOW LEE BRICE

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

[www.facebook.com/leebricemusic](https://www.facebook.com/leebricemusic); [www.twitter.com/leebrice](https://www.twitter.com/leebrice); [www.instagram.com/leebrice](https://www.instagram.com/leebrice);

[www.youtube.com/user/leebricemusic](https://www.youtube.com/user/leebricemusic)

#### FOLLOW TYLER FARR

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

[www.facebook.com/tylerfarrofficial](https://www.facebook.com/tylerfarrofficial); [www.twitter.com/tylerfarr](https://www.twitter.com/tylerfarr); [www.instagram.com/tylerfarr](https://www.instagram.com/tylerfarr);

[www.youtube.com/user/tylerfarr](https://www.youtube.com/user/tylerfarr)

#### **About the Swiftel Center**

The Swiftel Center is a gathering place for cultural, recreational and educational events. With a 30,000 square foot arena, state-of-the-art banquet rooms, conference rooms and in-house catering, the Swiftel Center is an international award-winning venue of excellence and one of South Dakota's premiere event centers.

#### **About VenuWorks**

VenuWorks provides customized management and consulting solutions for arenas, stadiums, theatres and convention centers throughout the country with services that include operations, catering, and concessions along with the booking and marketing of sports and entertainment events.