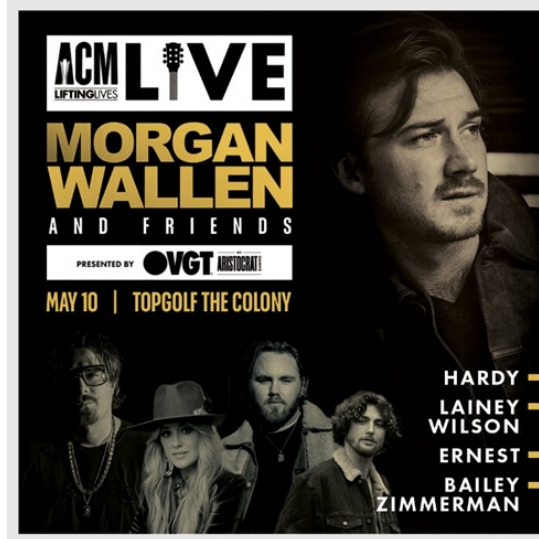


ACM LIFTING LIVES®

## PRESS RELEASE

### ACM LIFTING LIVES ADDS ALL-STAR CONCERT ON THE GREEN TO ANNUAL TOPGOLF FUNDRAISER PRESENTED BY VGT BY ARISTOCRAT GAMING

FEATURING MORGAN WALLEN ALONGSIDE HARDY, LAINEY WILSON, ERNEST,  
BAILEY ZIMMERMAN & DJ 13LACKBEARD



(GRAPHIC AVAILABLE IN FULL QUALITY [HERE](#))

Tickets Available for Exclusive Pre-Sale Starting Today at Noon CST  
with General On-Sale This Friday, March 24 via AXS;  
VIP Fan Golf Bays Available Through Direct Inquiry

ACM Lifting Lives® Topgolf Tee-Off and Rock On Fundraiser Precedes the 58th  
Academy of Country Music Awards, Airing Live on May 11 Exclusively on Prime  
Video

TWEET: JUST announced #ACMAwards week fundraiser **#ACMLiftingLives LIVE:** Wed 5/10 at @Topgolf The Colony feat. @MorganWallen @HARDYMUSIC @LaineyWilson @ERNEST615 @BaileyZimmerman & #DJ13lackbeard; Public on-sale Fri 3/24 10 a.m. C.T. [www.axs.com/](http://www.axs.com/) #LetsLiftLives

FRISCO, Texas (March 23, 2023) – ACM Lifting Lives®, the philanthropic partner of the Academy of Country Music®, today announced the return of Topgolf Tee-Off and Rock On Fundraiser presented by VGT by [Aristocrat Gaming](#), set to take place on Wednesday, May 10 at Topgolf The Colony, ahead of the 58th ACM Awards®. In addition to the reimagined celebrity golf tournament experience fans have come to love in prior years, the event will be followed by a separately ticketed all-star concert on the golfing green, **ACM Lifting Lives LIVE: Morgan Wallen & Friends, Presented by VGT by Aristocrat Gaming**.

The concert portion of the fundraiser, to take place after the golf tournament, brings reigning ACM Album of the Year winner Wallen, reigning ACM Songwriter of the Year HARDY, reigning ACM New Female Artist and Song of the Year winner Lainey Wilson, ERNEST, Bailey Zimmerman and DJ 13lackbeard to the stage on the Topgolf green to raise money and awareness for ACM Lifting Lives.

General Admission tickets on the green are separate from the Topgolf Tee-Off and Rock On tournament access and will be available to ACM Members, [ACM A-List subscribers](#), 58th ACM Awards [ticket holders](#), and Topgolf Friends and Family through an exclusive presale starting today (3/23) at noon CST. Remaining tickets will be available for a general public on-sale beginning this Friday, March 24 at 10 a.m. CST through AXS. The concert will start at approximately 7:30 p.m. CST. Those who have purchased bays for golf will be able to remain in their bay for the concert, with the bay serving as a suite to watch the show. All proceeds benefit ACM Lifting Lives.

"ACM Lifting Lives does great work providing aid in times of need to folks inside and outside of the music industry," Wallen shares of the organization's work. "My band and I are excited to help them raise funds to continue doing this amazing work."

"The support of Country Music artists and the industry as a whole are who make the impactful work of ACM Lifting Lives possible," explained ACM Lifting Lives Executive Director Lyndsay Cruz. "We are so thankful to Morgan, HARDY, Lainey, ERNEST, Bailey and DJ 13lackbeard for volunteering their time to help us raise money and awareness, and we know music fans in Texas will be blown away by this all-star lineup!"

In addition to distributing more than \$4 million to date through its Covid Relief Fund, ACM Lifting Lives provides critical support through the Diane Holcomb Emergency Relief Fund, significant annual commitments to Vanderbilt Children's Hospital, Music Health Alliance, and the Ryan Seacrest Foundation, and individual grants to organizations that reach communities all across America.

To gain access to the **ACM Lifting Lives LIVE: Morgan Wallen & Friends Presented by VGT by Aristocrat Gaming** presale, you can sign up for the ACM A-List [HERE](#). Remaining

tickets will be available to the general public at Noon CST on Friday through AXS.

A limited amount of VIP fan golf bays for the Topgolf Tee-Off and Rock On are available for purchase through direct inquiry. To inquire, please reach out to [rockon@acmcountry.com](mailto:rockon@acmcountry.com).

Now in its fourth year and taking place in Texas for the first time, the ACM Lifting Lives Topgolf Tee-Off and Rock On fundraiser brings together artists, industry members and fans for a golf skills competition and an extended day of live entertainment. It marks the first announced event as part of ACM Awards week taking over north Texas, with additional programs still to be revealed in coming weeks.

The ACM Lifting Lives Topgolf Tee-Off and Rock On precedes the 58th ACM Awards, airing live from Ford Center at The Star in Frisco, TX Thursday, May 11 at 8 p.m. ET/7 p.m. CT/5 p.m. PT, exclusively on Prime Video. Limited amounts of remaining tickets to the ACM Awards are available for purchase [HERE](#).

For more information, visit [ACMLiftingLives.com](http://ACMLiftingLives.com). For general Academy of Country Music information, visit [ACMcountry.com](http://ACMcountry.com) and follow the Academy on social media [@ACMcountry](https://www.instagram.com/ACMcountry).

#### **About ACM Lifting Lives®**

ACM Lifting Lives® is the philanthropic partner of the Academy of Country Music dedicated to improving lives through the power of music. We harness the strength of the Country Music community to provide aid in times of need, with a focus on health-related initiatives. With generous donations and the support of artists and fans, ACM Lifting Lives has funded national music therapy programs serving various mental and physical health organizations. Recipients include patients at children's hospitals and other healthcare facilities, recovering veterans, people with Williams syndrome, and individuals with mental illness. For more information, please visit [www.ACMLiftingLives.org](http://www.ACMLiftingLives.org).

#### **About the Academy of Country Music**

Founded in Southern California in 1964 as a regional trade organization, the **ACADEMY OF COUNTRY MUSIC (ACM)** has grown in the almost-60 years since into a leading association for the Country Music industry. Now headquartered in Nashville, TN and boasting record-high membership of more than 4,900 nationwide, the Academy serves as a powerhouse advocate for Country fans, artists, and all facets of the business, as well as a supporter of philanthropic work through charitable partner **ACM LIFTING LIVES**, dedicated to improving lives through the power of music and providing aid in times of need, with a focus on health initiatives. 2023 looks to be another monumental year for the Academy, with the ACM Awards returning to Texas on May 11 and streaming live for a global audience on Prime Video, still the only major awards show to livestream. For more information, log onto [ACMcountry.com](http://ACMcountry.com) or [ACMLiftingLives.org](http://ACMLiftingLives.org).

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#### **Contact:**

##### **Media Contact for ACM Lifting Lives®:**

Jesse Knutson  
Academy of Country Music  
[jesse@acmcountry.com](mailto:jesse@acmcountry.com)

##### **Media Contacts for Morgan Wallen:**

Ebie McFarland  
Essential Broadcast Media  
[ebie@ebmediapr.com](mailto:ebie@ebmediapr.com)

Jess Anderson  
Big Loud Records  
[jess@bigloud.com](mailto:jess@bigloud.com)

##### **Media Contact for HARDY:**

Jess Anderson  
Big Loud Records  
[jess@bigloud.com](mailto:jess@bigloud.com)

##### **Media Contacts for Lainey Wilson:**

Team Lainey  
JONESWORKS  
[Teamlainey@jonesworks.com](mailto:Teamlainey@jonesworks.com)

Jay Jones  
BBR Music Group / BMG  
[Jay@bbmusicgroup.com](mailto:Jay@bbmusicgroup.com)

##### **Media Contact for ERNEST:**

Mackenzie Pepper  
Big Loud Records  
[mackenzie@bigloud.com](mailto:mackenzie@bigloud.com)

##### **Media Contact for Bailey Zimmerman:**

Mary Catherine Rebrovick  
Warner Music Nashville  
[MaryCatherine@wmg.com](mailto:MaryCatherine@wmg.com)

##### **Media Contact for Tony Fay PR:**

Angela Lang  
[angela@tonyfaypr.com](mailto:angela@tonyfaypr.com)



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