

ACM LIFTING LIVES®

PRESS RELEASE



ACM LIFTING LIVES ANNOUNCES PARKER MCCOLLUM TO HEADLINE ALL-STAR CONCERT ON THE GREEN IN TEXAS DURING ACM AWARDS WEEK

Tickets Available for Exclusive Pre-Sale Starting Thursday, March 21 at 10 a.m. CST;
General On-Sale this Friday, March 22 at 10 a.m. CST via [ACMLiftingLives.org/Concert](https://www.acmliftinglives.org/concert)



Press Kit - [Click Here](#)

Frisco, TX (March 19, 2024) -- ACM Lifting Lives®, the philanthropic partner of the Academy of Country Music®, announced today the return of **ACM Lifting Lives LIVE, presented by Choctaw Casinos & Resorts**, the tentpole fundraising event of ACM Awards Week, which brings together artists, industry members, and fans for an all-star concert on the golfing green at Topgolf The Colony on May 15, ahead of the 59th ACM Awards® the following evening. ACM Award winner **Parker McCollum** will serve as the headliner for this year's highly anticipated event, with additional performers to be announced in the coming weeks.

In its second year in Texas, **Parker McCollum and Friends: ACM Lifting Lives LIVE, Presented by Choctaw Casinos & Resorts** will raise money and awareness for ACM Lifting Lives, which works to improve lives through the power of music with a specific focus on health-related initiatives that use music therapy as a way of healing. Significant annual commitments include the ACM Lifting Lives Autism Lab at Vanderbilt Kennedy Center and their annual Music Camp, a week-long, music-driven, residential program for individuals with Williams syndrome. Their work also includes contributions to various organizations that provide mental health support for the country music community, along with grants through The Diane Holcomb Emergency Relief Fund, given to individuals who face unexpected emergencies or hardships.

"I am truly honored that ACM Lifting Lives has given me the opportunity to host the Parker McCollum & Friends: ACM Lifting Lives event this year at Topgolf in The Colony, TX," McCollum says. "The work they do to improve lives through the power of music and the funds they raise are vital to helping folks in and out of our Country music community. I can't wait to have some of my really talented friends join me for a great night supporting the mission of ACM Lifting Lives and help them continue their incredible work."

"The support of Country Music artists and the industry as a whole are what makes the impactful work of ACM Lifting Lives possible," explained ACM Lifting Lives Executive Director Lyndsay Cruz. "We have been massive fans of Parker for years, and we couldn't be more excited that he chose to volunteer his time to help us raise money and awareness in his home state. We can't wait to party with the fans in north Texas so soon!"

2023 saw a landmark ACM Lifting Lives LIVE concert, as HARDY, Jason Aldean, Lainey Wilson, ERNEST and Bailey Zimmerman took to the stage on the green at Topgolf The Colony in front of a sold-out house, marking the most successful fundraising event by the organization to date.

General Admission tickets on the green will be available to ACM Members, [ACM A-List subscribers](#), 59th ACM Awards ticket holders, and Topgolf Friends and Family through an exclusive presale starting this Thursday (March 21st) at 10 a.m. CST. Remaining tickets will be available for a general public on-sale, which begins Friday (March 22nd) at 10 a.m. CST through [ACMLiftingLives.org/Concert](#). The concert will start at approximately 7:45 p.m. CST. All proceeds benefit ACM Lifting Lives.

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.

About Parker McCollum:

Singer/songwriter and multi-instrumentalist Parker McCollum released his latest album Never Enough, a statement album that cements his status as one of country music's undeniable new stars, on May 12, 2023 via MCA Nashville. The album features his current chart-climbing single and fan-favorite track, "Burn It Down," as well as its Platinum-selling lead single, "Handle On You." McCollum has been named an 'Artist to Watch' by Rolling Stone, Billboard, SiriusXM, CMT, RIAA, and more with American Songwriter noting, "The Texas native teeters on the edge of next-level superstardom." MusicRow listed McCollum as their 2021 Breakout Artist of the Year and Apple also included him as one of their all-genre "Up Next Artists" Class of 2021. A dedicated road warrior, McCollum made his debut at the famed Grand Ole Opry in 2021 and regularly sells out some of the most iconic venues across the country. In March 2022, McCollum made his debut at RODEOHOUSTON to a sold-out crowd with over 73,000 tickets sold, returning to perform at the Opening Day celebration in 2023. He also made a longtime dream come true last year with his first-ever Austin City Limits performance, kicking off their 2023 season. In 2022, McCollum earned his first ACM Award for New Male Artist of the Year, took home "Breakthrough Video of the Year" (a fully fan-voted honor) at the 2022 CMT Music Awards and scored two back-to-back CMA Awards nominations (2022 & 2023) for New Artist of the Year. In 2024, McCollum will be on the road for his 41-date Burn It Down Tour - headlining arenas and amphitheatres in major markets across the U.S.

About Choctaw Casinos & Resorts:

Owned and operated by the Choctaw Nation of Oklahoma, the third-largest Indian Nation in the United States with more than 208,000 tribal members and 12,000 employees. Choctaw Casinos feature a variety of gaming, hotel and resort properties throughout southeastern Oklahoma. Locations include Durant, Grant, Pocola, Idabel, Broken Bow, McAlester, Stigler and Stringtown. For more information, visit www.ChoctawCasinos.com. In spring 2024, the Choctaw Nation is opening a 100-bed luxury resort Choctaw Landing in Hochatown.

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 5,000 worldwide, 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 was another monumental year for the Academy, with the 58th ACM Awards, hosted by global superstars Dolly Parton and Garth Brooks, ranking as one of the most-watched awards shows of the year. 2024 will see the ACM Awards return in May to the world headquarters of the Dallas Cowboys in Texas for a second consecutive year and stream live for a global audience on Prime Video. The Academy also remains relentlessly committed to creating a more inclusive environment for underrepresented groups in Country Music, from the boardroom to the stage, and proudly presents both ACM LEVel Up, a two-year professional development and enrichment curriculum for rising leaders, and OnRamp, a guaranteed income program for Black members of the Nashville music community, in partnership with the Black Music Action Coalition. For more information, visit [ACMcountry.com](https://www.acmcountry.com) or [ACMLiftingLives.org](https://www.acmliftinglives.org).

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