**T Y L E R H A L V E R S O N**

“When I started all of this, my whole goal was to sing songs so I could buy cows and have enough cows to tell the world to get lost,” laughs **TYLER HALVERSON**.

You can still find cowboys out there—if you know where to look. Canton, South Dakota is just as good as anywhere to find them. As of 2021, the census counted a population of 3,054 in this tiny town 20 minutes south of Sioux Falls. Ten of those residents belong to the Halverson family. These days, dad’s a pharmacist and mom works as a nurse, but they met as high school seniors at a Future Farmers of America convention in Kansas City. The eldest son out of three boys and five girls is Tyler Halverson.

Tyler isn’t just any cowboy though.

He’s got the hat and the boots, but he also plays a mean guitar and writes an even meaner tune. As much as he wants “nothing more than a big ranch,” he has no problem bouncing around the country chasing adventure (or a girl). If George Jones played Woodstock ‘69, it might sound something like Tyler.

Now, he’s telling a different kind of tale with his laid-back and comfortingly confessional brand of country on a series of singles and his debut with Atlantic Records. “You don’t really get to pick what goes on,” he observes of his honest storytelling. “You just get to write about it. You’re going to get a song either way.”

Tyler fell in love with music through his old man’s CD collection. He listened to Garth Brooks, George Strait, Chris LeDoux, and Hayes Carll - as well as Boyz II Men. In middle school, he *“got a skateboard and a guitar”* and found The Used and Taking Back Sunday. Eventually, he put the skateboard down after attending a bluegrass festival. He threw down at 4H and FFA festivals before heading to Nashville at 21 years old to attend the prestigious Belmont University. Upon graduating, he ran around South Dakota, Montana, and Wyoming.

During an extended stay *“50 miles on a shit dirt road outside of a town of 300”* in the Cowboy State, he found love and trouble in equal measure…

“I thought it was a good idea to leave Nashville and go live with this girl on her family’s big-ass ranch in the absolute middle of nowhere,” he recalls. And as it turns out, it *was* a good idea. Tyler credits much of his style and come-what-may attitude to his adventures out west.

“I was just ranching and writing. Playing cowboy and hippie. That bad love did me good.”

Right before the Pandemic hit, Gary Stanton of Muscadine Bloodline caught a clip of Tyler singing on Instagram. Not long after, they cut a bunch of tunes together. Throughout 2021, Tyler gained traction with independent releases such as “Beer Garden Baby,” “Mac Miller,” and 2022’s “Your Bar Now” [with Kylie Frey], amassing tens of millions of streams. Signing to Atlantic in 2023, he kicks off with his label debut “Her.” Right from the jump, dusty acoustic guitar rustles between harmonica as he exhales, *“They say the blue-eyed ones are crazy*.*”*

“It might be about one of those girls from Wyoming,” he smiles. “There’s an old saying that all of the blue-eyed horses are crazy, so I translated it to my experience.”

On the other end of the spectrum, emotion bleeds through fiddle on “Cut You Loose” as his voice swoons in a state of lovelorn confusion. “It’s about holding onto something you know is no good for ya—or you can’t have,” he sighs. “I was chasing this girl for two years, so this tells the story of when I ran into her in Texas. I didn’t know why I couldn’t let her go.”

On “Run Wild,” he urges, *“Loosen up the reins, let your heart run wild*,*”* above lightly strummed guitar. Then, there’s “As They Did.” It’s a heartfelt and hypnotic ode to the land he calls home backed by intimate instrumentation.

“It’s about coming across the plains in South Dakota,” he reveals. “I’m thinking of the west before barbed wire when the range was open and there were trails and cattle everywhere. That wasn’t anybody’s land. There’s a rich history.”

Ultimately, Tyler’s contributing to that history with a hell of a cowboy story of his own. “I’m finding myself. I feel like I’m an artist and I’m finally about to do something,” he leaves off.

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