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AUGUST 25, 2023

**BRELAND DROPS CROWD-FAVORITE “COWBOY DON’T” AHEAD OF HEADLINING U.K. AND EUROPEAN TOUR**

**UPTEMPO ‘90S-THROWBACK PROMISES WHAT NO “COWBOY” CAN GIVE**

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INTERNATIONAL HEADLINE DEBUT THE EXTRA MILE TOUR KICKS OFF AUGUST 2**

**LISTEN TO “COWBOY DON’T”** [**HERE**](https://breland.lnk.to/CowboyDont)

DOWNLOAD ARTWORK [HERE](https://www.sweettalkpublicity.com/emmafiles/COWBOYDONT_BRELAND_art.jpeg) //

CREDIT: JAKE GERMANY / GOODCOPBADCOP

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**LOS ANGELES, CA.**  (August 25, 2023) – Continuing his rise as a game-changing singer-songwriter and Country superstar, Bad Realm Records/Atlantic Records/Warner Music Nashville artist **BRELAND** has a little fun on the new track **“Cowboy Don’t.”**

An up-tempo anthem full of playful flirtation and ‘90s-throwback style, the live-show favorite is out today (8/25), as BRELAND promises to treat a girl with the rowdy fun-love no “cowboy” can.

Co-written by BRELAND with Zachary Manno and Haley Mae Campbell, the feel-good track features a shuffling Country back beat, smooth vocals and slippery mix of steel guitar and dobro, courtesy of producers Sam Sumser, Sean Small and Zachary Manno.

Teasing of a cowboy’s “manly” reputation for loving and leaving, the song puts BRELAND’s outside-the-box charisma on full display and has been a major part of the live success he’s seen throughout the year. "If you want a different kind of rodeo / I like doing things that a cowboy don't." **Watch the visualizer** [HERE.](https://t.e2ma.net/click/gyl0qfc/cznzm11/4gg76em)

A two-stepping highlight each night, the PLATINUM-selling artist has played “Cowboy Don’t” at the **Stagecoach Festival** (on the Mane Stage), and through his sets on tours with **Shania Twain** and **Walker Hayes**, where it has become an energy-boosting crowd favorite.

“I’ve been waiting to put this song out for what feels like a long time and I’m so excited the day is here,” explains BRELAND. “I’ve been playing this at my live shows for the past six months or so and watching the crowd go absolutely wild just pumps me up! I love the energy in the room I get from this song, and I’m stoked to have it officially out now.”

Along with the new track, BRELAND continues to rack up milestones as 2023 rolls on, and Wednesday night (8/23) was no exception.

First BRELAND teamed up with superstar **Keith Urban** to open the **16th annual ACM Honors** at Nashville’s Ryman Auditorium, performing their GOLD-certified collaborative hit **“Throw It Back.”** Immediately following the performance, the multi-talent was honored with the **ACM Lift Every Voice Award**, recognizing his role in “elevating underrepresented voices throughout the Country music genre, transcending demographics and geography.” The awards will air on FOX on Monday, September 18 from 8 p.m. to 10 p.m. ET/PT.

Looking ahead, the global headliner will next return to the U.K. and Europe on August 27 for a month long run of shows – which will no doubt feature “Cowboy Don’t.” His international headlining debut **THE EXTRA MILE TOUR** with opener **Avery Anna** will make stops in the U.K., Germany, the Netherlands, Denmark, Sweden, and Norway, and BRELAND will then rejoin **Shania Twain** for the U.K. leg of her **QUEEN OF ME TOUR**. That run will take BRELAND through the end of September, with massive shows including three nights in Glasgow, two nights in Dublin, and two nights in London. Find complete tour and ticket information for BRELAND [HERE](https://t.e2ma.net/click/gyl0qfc/cznzm11/01h76em).

**ABOUT BRELAND:**  
With PLATINUM breakout “My Truck,” singer/songwriter/producer BRELAND has emerged as a bold new force on today’s music landscape. The Amazon Music Breakthrough Spotlight Artist first popped off when the Hip-Hop and Country hybrid hit #1 on Spotify’s Global Viral 50 in 2019, and a remix featuring Sam Hunt landed on best-of-the-year lists from NPR to The New York Times. Adding to his 1 BILLION+ career streams, BRELAND’s debut album CROSS COUNTRY is out now and features “Told You I Could Drink (feat. Lady A),” “Natural,” GOLD-certified “Praise The Lord (feat. Thomas Rhett),” GOLD-certified “Throw It Back (feat. Keith Urban)” and title track (feat. Mickey Guyton). Hailed as the “symbol of Country music’s ongoing evolution” (Rolling Stone), the Bad Realm Records/Atlantic Records/Warner Music Nashville artist has scored high-profile looks on ABC’s Good Morning America, ABC’s Jimmy Kimmel Live!, CBS Mornings, CBS’ New Year’s Eve Live: Nashville’s Big Bash, CMT Crossroads, NBC’s The Voice, NBC’s TODAY, The Kelly Clarkson Show, plus performances on the ACM, CMT, and CMA Awards. With a stacked summer tour schedule across the U.S. featuring opening slots with Walker Hayes and Shania Twain, BRELAND will take it international with his first headline U.K. and European run, THE EXTRA MILE TOUR, kicking off August 27. He’ll then join Twain’s U.K. dates through September.

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**CONNECT WITH BRELAND**

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