

FOR IMMEDIATE RELEASE
SEPTEMBER 26, 2025

CAMERON WHITCOMB

CAMERON WHITCOMB RELEASES DEBUT ALBUM *THE HARD WAY*

FEATURING STANDOUT SINGLES “[QUITTER](#),” “[OPTIONS](#),” “[MEDUSA](#),” & “[FRAGILE](#)”

[WATCH THE LIVE PERFORMANCE OF “MEDUSA”](#)

WINS 2025 CCMA “BREAKTHROUGH ARTIST” & “FAN’S CHOICE” AWARDS

[WATCH HIS CELEBRATORY PERFORMANCE OF “QUITTER”](#)

RECEIVES CMA’S JEFF WALKER GLOBAL COUNTRY ARTIST AWARD

BIGGEST NORTH AMERICAN HEADLINE TOUR KICKS OFF TONIGHT IN PORTLAND,
OR INCLUDES SOLD-OUT TWO-NIGHT STAND AT L.A.’S ICONIC TROUBADOUR
(OCT 4-5)

STAGECOACH FESTIVAL DEBUT SET FOR APRIL 26

[LISTEN TO *THE HARD WAY*](#)



[DOWNLOAD PRESS PHOTOS](#) (CREDIT: SHERVIN LAINEZ)
[DOWNLOAD HI-RES ART](#) (DESIGN CREDIT: LOGAN MORRISON)
[READ CAMERON’S BIO](#) + [THE HARD WAY LYRICS](#)

Acclaimed singer-songwriter **Cameron Whitcomb** has released his eagerly awaited debut album, [The Hard Way](#), available now via Atlantic Records [HERE](#). Created with producer Jack Riley (Knox, Grace VanderWaal), as well as Cal Shapiro (Alex Warren, Timeflies) and Nolan Sipe (Benson Boone, Alex Warren), *The Hard Way* features emotionally raw singles including the breakout fan favorite “[Quitter](#),” the brutally self-aware “[Hundred Mile High](#),” the defiant “[Options](#),” the hopeful “[Fragile](#),” and the gut-punching title track.

Also out today, the chart-climbing single “[Medusa](#)” is now joined with a live performance video, streaming [HERE](#). A deeply personal look at his turbulent journey - from early struggles with addiction to recovery and growth - *The Hard Way* is further anchored by the powerful new track “Call For You,” written as a tribute to his mom.

‘Call For You’ is a song for someone that you really care about, really love,” shares Whitcomb. *“I think we all have that person that no matter what goes wrong, you can just call and rely on. I feel like a lot of people come and go but there’s always that one person you come back to.*

With **over 6M** monthly listeners on Spotify, **3M+** followers across social platforms, and **500M+** global streams to date, Whitcomb is riding high in what’s proven to be a landmark 2025 for the Nanaimo, BC-based artist. This week, he was named the 2025 recipient of **CMA’s Jeff Walker Global Country Artist Award**, recognizing outstanding achievements by a Country Music artist who is originally based internationally. He was also among the big winners at the **2025 CCMA Awards**, taking home the “**Breakthrough Artist of the Year**” and “**Fans’ Choice**” awards amidst **six total nominations**. He also made his Canadian TV debut at the CCMA Awards with an energetic live performance of “[Quitter](#),” streaming [HERE](#).

Whitcomb will mark the arrival of *The Hard Way* with his biggest North American headline run to date. The *I’ve Got Options Tour* kicks off tonight with a sold-out show at Portland’s Wonder Ballroom and runs through mid-November, including a two-night sold-out stand at L.A.’s iconic Troubadour (Oct 4-5). Just yesterday, he was announced as part of the 2026 **Stagecoach Festival** lineup, set for April 26. For updates, details, and ticket information, please visit thecamwhitcomb.com.

In a world that often prizes surface-level honesty, Cameron Whitcomb stands out as an artist with the courage to confront uncomfortable truths. After leaving home at age 17 to work on a pipeline, the British Columbia native discovered his passion for singing and devoted himself to music. He broke through with his 2024 debut EP, *Quitter* - a fearless collection of country/folk songs inspired by his journey through addiction and recovery.

Since then, the 22-year-old singer-songwriter has skyrocketed: headlining tours across North America and Europe, landing on 2025 Artist to Watch lists from Spotify and Amazon Music, and now releasing his full-length debut, *The Hard Way*.

I’VE GOT OPTIONS TOUR 2025

SEPTEMBER

- 26 – Portland, OR – Wonder Ballroom + (SOLD OUT)
- 27 – Eugene, OR – WOW Hall + (SOLD OUT)
- 30 – Sacramento, CA – Ace of Spades * (SOLD OUT)

OCTOBER

- 1 – San Francisco, CA – The Regency Ballroom *
- 3 – San Diego, CA – Music Box * (SOLD OUT)

- 4 – West Hollywood, CA – Troubadour * (SOLD OUT)
- 5 – West Hollywood, CA – Troubadour * (SOLD OUT)
- 8 – Phoenix, AZ – The Van Buren * (LOW TICKETS)
- 10 – Denver, CO – Gothic Theatre + (SOLD OUT)
- 11 – Salt Lake City, UT – RedWest Country Music Festival ~
- 12 – Fort Collins, CO – Aggie Theatre + (SOLD OUT)
- 15 – Fayetteville, AR – George’s Majestic Lounge * (SOLD OUT)
- 17 – Fort Worth, TX – Tannahill’s Tavern & Music Hall * (SOLD OUT)
- 18 – Austin, TX – Scoot Inn * (SOLD OUT)
- 21 – New Orleans, LA – Tipitina’s *
- 23 – Oxford, MS – The Lyric Oxford *
- 24 – Nashville, TN – Brooklyn Bowl Nashville * (SOLD OUT)
- 25 – Atlanta, GA – Terminal West * (SOLD OUT)
- 27 – Atlanta, GA – Terminal West * (SOLD OUT)
- 29 – Oxford, OH – Brick Street Bar + (SOLD OUT)
- 30 – Lakewood, OH – The Roxy + (SOLD OUT)
- 31 – Pittsburgh, PA – Roxian Theatre + (SOLD OUT)

NOVEMBER

- 3 – Columbus, OH – Newport Music Hall ^
- 5 – Louisville, KY – Mercury Ballroom ^ (LOW TICKETS)
- 7 – Knoxville, TN – The Mill & Mine ^ (SOLD OUT)
- 8 – Birmingham, AL – Saturn ^ (SOLD OUT)
- 9 – Nashville, TN – Brooklyn Bowl Nashville ^
- 12 – Columbia, SC – The Senate ^
- 13 – Athens, GA – Georgia Theatre ^ (SOLD OUT)
- 14 – Charleston, SC – Music Farm ^ (SOLD OUT)

APRIL 2026

- 19 - Georgetown, TX - Two Step Inn Festival ~
- 26 – Indio, CA – Stagecoach Festival ~

- ~ Festival Performance
- + Support From Danielle Finn
- * Support From Jonah Kagen
- ^ Support From Tayler Holder

THE HARD WAY TRACKLIST:

1. The Hard Way
2. Options
3. Lose Me
4. Fragile Ego (Interlude)
5. Fragile
6. Call For You
7. Quitter
8. Holiday
9. Pretty Little
10. Hundred Mile High
11. Missed Calls (Interlude)
12. As I Stand Before The Coffin
13. Digging Holes

- 14. Medusa
- 15. Polly (Interlude)

CONNECT WITH CAMERON WHITCOMB:

[WEBSITE](#) | [FACEBOOK](#) | [INSTAGRAM](#) | [TIKTOK](#) | [YOUTUBE](#) | [PRESS SITE](#)