

FOR IMMEDIATE RELEASE  
SEPTEMBER 5, 2025

# CAMERON WHITCOMB

**CAMERON WHITCOMB SHARES GUT-PUNCHING TITLE TRACK  
FROM FORTHCOMING DEBUT ALBUM, *THE HARD WAY***

**BIGGEST LIVE RUN UNDERWAY NOW WITH TOP-BILLED FESTIVAL APPEARANCES  
AND SOLD-OUT HEADLINE SHOWS ACROSS NORTH AMERICA, UK & EUROPE**

**SOLD-OUT TWO-NIGHT STAND AT LA'S ICONIC TROUBADOUR SET FOR OCT 4-5**

***THE HARD WAY* ARRIVES SEPTEMBER 26 VIA ATLANTIC RECORDS**

**PRE-ORDERS / PRE-SAVES AVAILABLE NOW [HERE](#)**

**[LISTEN TO "THE HARD WAY"](#)  
[WATCH THE LYRIC VIDEO](#)**



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Acclaimed singer-songwriter **Cameron Whitcomb** has shared the gut-punching title track from his upcoming debut album, "[The Hard Way](#)," available now via Atlantic Records [HERE](#) with an official lyric video now streaming [HERE](#). A shining example of Whitcomb's richly layered songwriting, the song begins in a moment of haunting intimacy before morphing into a wildly cathartic anthem of determination.

*"A lot of people think all your problems are solved as soon as you get clean," Whitcomb says, "but in my case the ups and downs of my mental health got more extreme. That instability has been hard to deal with while trying to navigate a career as a musician, especially as a kid who*

*used to dig holes for a living. At the same time, I'm really grateful, and I know I just need to keep moving forward."*

A deeply personal look at Whitcomb's turbulent journey, from his struggles with addiction at a young age through to his recovery and adulthood, ***The Hard Way*** arrives on **Friday, September 26**. Pre-orders and pre-saves are available now [HERE](#). The album includes such emotionally raw singles as the breakthrough fan favorite, "[Quitter](#)," the brutally self-aware "[Hundred Mile High](#)," and recently released "[Fragile](#)". Produced by frequent collaborator **Jack Riley** (Grace VanderWaal, Knox) and co-written with **Nolan Sipe** and **Cal Shapiro** (Alex Warren's "Ordinary"), "Fragile" speaks to the universal hope of finding someone who will love you despite, and maybe because of, everything you've been through.

Cameron is celebrating the impending arrival of ***The Hard Way*** with his biggest international live run yet, continuing tonight with a sold-out show at London's Electric Brixton. Whitcomb will return to North America later this month to launch his ***I've Got Options Tour***, kicking off September 26 in Portland, OR and then running through mid-November. Most shows are already sold out, including a highly-anticipated two-night stand at LA's legendary Troubadour (Oct 4-5), with additional dates added in Atlanta and Nashville due to overwhelming demand. Support on select dates comes from **Danielle Finn**, **Jonah Kagen**, and **Taylor Holder**. For updates, details, and ticket information, please visit [thecamwhitcomb.com](http://thecamwhitcomb.com).

With **over 6M** monthly listeners on Spotify, **3M+** followers across socials, and **400M+** global streams to date, Whitcomb is riding high in what's shaping up to be a landmark 2025 which saw the release of his latest single "[Gasoline & Matches](#)," a fiery anthem about the indelibility of heartbreak, produced by **Jack Riley** and co-written with **Chance Emerson**. Earlier this year, Whitcomb dropped the breakout single, "[Bad Apple](#)," which debuted as **the #2 Most Added track at Alternative Radio** and marked a sharp turn toward a more alt-driven sound.

Featured globally on the cover of **Apple Music's Today Country** and named to both **Spotify** and **Amazon Music's 2025 Artists To Watch** lists, Whitcomb also joined forces with rising indie folk artist **Evan Honer** for the raw collaborative single, "[My Expense](#)" and shared his own singles, "[Options](#)" and "[Hundred Mile High](#)." **ELLE** quickly praised the latter, writing, "*The return of modern folk was written in the stars...The banjos pump the song forward, beckoning listeners on a cross-country road trip.*"

Whitcomb's year began with the release of "[Medusa \(Acoustic\)](#)," a stripped-back take on his fan-favorite single, now surpassing **150M** streams. A relentless live schedule followed, with more than 80% of tickets sold during presales, including sold-out double dates in Vancouver, Kelowna, Edmonton, and a show-stopping set at Calgary Stampede.

All this follows a breakthrough 2024 that featured the release of Whitcomb's remarkable debut EP, ***Quitter***, available everywhere now [HERE](#). Partly inspired by the fast-rising 21-year-old singer-songwriter's journey in overcoming addiction, the acclaimed collection includes profoundly personal singles including "[Love Myself](#)" and the soul-searching title track, "[Quitter](#)," the latter of which was praised by **Billboard** as "*an anthemic folk track in the mold of Noah Kahan powered by a kick-clap beat and Whitcomb's growling vocal.*" Now boasting more than **100M global streams**, "Quitter" further made history as his first-ever single to reach the **Billboard Canadian Hot 100** – his biggest chart success to date which Whitcomb celebrated by traveling North America on his wide-ranging headline ***Quitter Tour***.

One of the most captivating new songwriters of his generation, Cameron Whitcomb turns the most candid details of his real-life experience into songs with a strangely exhilarating power. Hailing from British Columbia's Vancouver Island, Whitcomb left home at age 17 and got a job working on a pipeline, later spending much of his downtime singing karaoke and posting covers on Reddit. When an *American Idol* executive took note of his undeniable vocal talent, he landed a spot on the show's 20<sup>th</sup> season and emerged as a top 20 finalist. Whitcomb then immersed himself in learning to write songs while deep in the process of getting sober. After making his label debut with 2024's "Rocking Chair" – which amassed **over 40M** combined views across socials prior to its premiere – Whitcomb took off on a fast ascent that soon found him embarking on his first-ever headline run, the sold-out *Quitter Tour*.

## CAMERON WHITCOMB ON TOUR 2025

### SEPTEMBER

- 5 – London, UK – Electric Brixton (SOLD OUT)
- 7 – Manchester, England – O2 Ritz Manchester (SOLD OUT – UPGRADED VENUE)
- 8 – Glasgow, UK – SWG3 (SOLD OUT – UPGRADED VENUE)
- 26 – Portland, OR – Wonder Ballroom + (SOLD OUT)
- 27 – Eugene, OR – WOW Hall + (LOW TICKETS)
- 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 \*
- 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 \* (LOW TICKETS)
- 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 \*
- 29 – Oxford, OH – Brick Street Bar + (SOLD OUT)
- 30 – Lakewood, OH – The Roxy + (SOLD OUT)
- 31 – McKees Rocks, 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)

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

**CAMERON WHITCOMB**  
***THE HARD WAY***  
**(Atlantic Records)**

**Release Date: Friday, September 26, 2025**

**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)

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