



PEPPER ENTERTAINMENT INC.

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Lee Brice – Live in Concert
Friday, February 28th 2020 – 8:00 PM
Findlay Toyota Center – Prescott Valley, AZ

Prescott, AZ – Lee Brice is coming to Prescott Valley on Friday, February 28th and performing at Findlay Toyota Center. Tickets start at \$35.50 and go on sale Friday, November 22nd at 10am.

Lee Brice is a craftsman, the kind whose boundless desire to hone his skills and relentless pursuit of perfection are matched only by his humility about the entire process. He found early success writing songs for established artists like Jason Aldean and Tim McGraw. Though other artists may have sung them, those songs were stories from deep within Lee's own heart. "I had success as a writer before I had success as an artist," says Brice, "so there's a misconception that I was a songwriter first and then started to sing my own songs later. But all along, I've really always been writing for myself. When I started writing songs at ten years old, it was because I wanted to



sing them, and when I came to Nashville, I came to be a songwriter and a singer. It's all one thing to me."

He released his debut album in 2009 and set a record as the longest-charting song in its history. In 2013, his tune "I Drive Your Truck" won Song of the Year at both the CMA and ACM Awards and earned rave reviews from NPR to Country Weekly. The New York Times hailed him as "a sensitive macho man," a compliment that perfectly encapsulates both sides of Brice's persona. Lee Brice released his self-titled new album featuring the single "Boy."

About Pepper Entertainment: Established in July of 2006, Pepper (PE) is based in Sioux Falls, SD. As one of the fastest scaling, independent promotions company in the Midwest, PE, collectively, exceeds 25 years of experience spanning a broad scope of industry specialties, such as; Live Promotions, Corporate & Private Event Talent Buying, Club & Performing Art Center Programming & Media & Marketing Services. More info is online at www.pepperentertainment.com

Tickets available at the Arena Box Office and www.ticketmaster.com.

For more information about the Findlay Toyota Center, visit: www.findlaytoyotacenter.com.