

COWBOY TROY

HICK HOP FEDERATION

The Hick Hop innovator has returned from *Saloons on Neptune* (released Dec 2015) and is delivering *Laugh With Me* (Spring 2018). This is the latest chapter in the saga of the futuristic sounds of hick hop and country rap, as well as his take on Texana/Americana. Cowboy Troy initially rapped his way into the country mainstream on the first track of Big & Rich's 2004 debut *Horse Of A Different Color*. And while his admonition to "let go of all your preconceived notions" certainly wasn't the first time elements of rap had been incorporated into country, it was the boldest statement yet. Troy spent his childhood in Ft. Worth, where his dad took him to rodeos and stock shows. "We'd listen to Willie Nelson, Jerry Reed, Charlie Daniels, Kenny Rogers, and other artists who were getting airplay on the adult contemporary stations at that time," Troy says. "I didn't realize it was country music, I just knew it was what my parents listened to before they went to work in the morning." Troy spent his high school years in Dallas and collegiate years in Austin, Texas at the University of Texas.

In addition to solo releases [*Loco Motive* (2005), *Black in the Saddle* (2007), and *Demolition Mission* (2009), *King of Clubs* (2014)], Troy has spent time on TV. He's been a part of the ESPN College Gameday video intro along with Big & Rich since the 2006 college football season. He also served as co-host for USA Network's Nashville Star in 2006 and 2007. Troy also performed on ABC's Dancing With the Stars on the final episode of 2012 Spring season. His appearance in Big & Rich's *Save a Horse, Ride a Cowboy* video, as well as his own *I Play Chicken With the Train* and *Hick Chick* videos remind viewers of his "party starter" nature. In 2009, Troy became the face and voice of the *Cowboy Stomp* anthem video for the Dallas Cowboys. Troy's song *Pork Chop* was the national theme for the National Pork Board's month-long *Porktober* campaign for 2017. Troy is also the face and voice of H-E-B Grocery's 2018 pro football championship television ad.

Troy knows he's challenging conventional thinking about what country music is, but expects that his music will find its place. "I've never been like everybody else and it wouldn't do me any good to try," he says. "Some people are going to love it and some are going to hate it, which is probably how it should be because it means they're talking." The way Troy sees it, "innovation is a tradition, not a trend or secondary option...authenticity comes in the commitment." Troy proudly presents *Laugh With Me*.