**Zach Bryan Bio**:

Zach Bryan is a singer/songwriter from Oologah, Oklahoma, proud of his small-town roots and whose music is fueled by a desire to stay true to himself. The 24-year old is an active-duty member of the US Navy currently stationed in Washington state, a family tradition that has instilled a sense of honor and humility that is clear in his music. His success is found in his raspy voice, a mix of classic folk melody and outlaw country with a raw edge that cuts to the bone. His breakthrough moment makes all that clear as day. In the video for “Heading South,” shot by phone outside of his Navy barracks in humid 95 degree heat, Zach’s passion echoes off the strings of his trusted Guild. Drenched in sweat and belting words that he had written minutes earlier, the moment is authentic, brutal, and real. Millions of fans have now seen that video without any sort of industry assist, and millions more have connected to the tender, sincere songs found on both Zach’s 2019 debut album *DeAnn*—dedicated to his late mother—and his 2020 follow-up, *Elisabeth*, an ode to those he loves. Together, the two albums have racked up more than 240M streams and counting, with a healthy 7M streams per week, while his social presence has steadily risen as he’s shared more homespun clips, virtual concerts, and personality. A man of simple words, Zach’s ability to create depth in his work is rivaled by few artists. He believes that who you are only extends to the person you are today, an ideology reflected in everything he creates.