



FOR IMMEDIATE RELEASE

Brice Long and Friends Back2Back Foundation is back LIVE!!

Hopkinsville, KY July 11, 2021 -- The sixteenth annual *Brice Long and Friends Back2Back Foundation Benefit Concert* was held live Saturday at The Alhambra Theatre in downtown Hopkinsville, KY. The concert raised an astounding \$90,500.

Back2Back Foundation Chairman, Brent Gilkey, explained “while still facing uncertainty with covid restrictions we made a decision several months ago to bring back the LIVE show for our 2021 Back2Back Foundation fundraising concert. We are thankful the Alhambra theater was able to partner with us to bring you this historic event.”

A generous crowd packed the historic Theatre to hear music from Brice and his Nashville hit songwriter friends, Phillip White (“I’m Movin’ On,” “Nobody But Me,” “I’m A Survivor”), Marla Cannon-Goodman (“Ten Rounds With José Cuervo,” “The Fool,” “Cleaning This Gun”) and Eastern Kentucky native Josh Martin. The format for this year’s show was a more intimate acoustic songwriter round. Brice commented “I love theatres and to get to play at the Alhambra, a place I haven’t played in over 30 years, was amazing!”

Back2Back and The Alhambra also offered a virtual experience for those unable or still uncomfortable with attending the live event. The livestream can be found on Brice Long's Facebook page or the Back2Back Foundation Facebook page.

Money raised for the evening is generated from sponsors, silent auction, ticket sales and donations. All proceeds from Saturday's concert will stay in Christian, Trigg and Todd Counties in Kentucky with most of the funds going to the Foundation's Christmas Project. Since its inception *Back to Back Inc.* has raised over \$822,000 and has directly helped over 450 families along with several local charities and local school programs. Back to Back Inc. is a 501(c)(3) non-profit organization.

Brice Long is a singer/songwriter in Nashville and a native of Hopkinsville, KY. He's had cuts with Garth Brooks, Chris Stapleton, George Strait, Hank Williams Jr, Randy Houser, Jon Pardi, Gary Allan, Josh Turner, Reba McEntire, Chris Young, Darryl Worley, Randy Travis, Casey James and more. His songwriting hits include the #1 singles "Nothing On But The Radio" by Gary Allan and "Heartache On The Dance Floor" by Jon Pardi. As well as Randy Houser's "Like a Cowboy" and "Anything Goes", "Today" by Gary Allan, "Let's Don't Call It A Night" by Casey James and "What I Can't Put Down," by Jon Pardi.

Brice received a CMA nomination for Song Of The Year for "Like A Cowboy." Long formed The *Back2Back Foundation* in 2005 with the intent to give back to the community that has supported him so much throughout his career.

For more information or to connect with the *Back2Back Foundation* or Brice Long:

www.back2backfoundation.org

<https://www.facebook.com/back2backfoundation/>

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