

TUNE-IN ALERT

EMBARGOED—FOR SEPTEMBER 29, 2020 RELEASE

COUNTRY MUSIC RECORDING ARTIST

JIMMY CHARLES

INTRODUCES NEW MUSIC VIDEO — “HARD WAY TO GO”

Exclusive Video World Premiere To Air On CMT.com – Wednesday, October 7, 2020

Video Touching On Addiction Corresponds With New Single—“Hard Way To Go”—OUT NOW!

NASHVILLE, Tenn. — Award-winning singer/songwriter and country music recording artist, **Jimmy Charles** (Osprey Sky Publishing), is set to showcase his latest music video, “**Hard Way To Go.**” The clip is slated for an exclusive **CMT.com world premiere** to air on **Wednesday, October 7, 2020.**

Directed and produced by Kyle Saylor (Saylor Brothers Entertainment) and shot at the Johnny Cash Farm (Bon Aqua, TN), the storyline is reflective of Charles’ childhood and a lost love between he and his biological father, and is supported by actor, TV and film producer, and close personal friend, Kyle Smithson. As a recovering addict, Smithson’s portrayal of a tortured soul fighting against demons, the surrender of a family life and finding an inner peace, is a personal life chapter that hits close to home.

*“I think ‘Hard Way To Go’ is as down-to-earth and as honest as it gets,” said **Jimmy Charles.** “Whether struggling with addiction or life’s frequent hurdles, I truly believe the storyline will hit home with many. While the subject is deep, the message is uplifting in the sense of making people aware that we all have taken a step forward only to fall back a time or two...and it’s okay. The important thing is that we continue to move forward.”*

Co-written by **Kris Bergsnes**, (Nashville Kris Music) and **Melissa Peirce** (Spirit Music Group), and produced by **Paul David** (Ocean Way/Warner Studios), the emotionally reflective and revealing ballad spotlights the ongoing internal battle between the Bible and the devil, paying the price of family sacrifice and the journey down the winding road to recovery.

*“The sunlight in the video plays a big role; it was just perfect on both days of the shoot and as if the Lord was there—providing us perfect ‘light’ as his blessing. The sunlight truly represents a ray of hope,” added **Charles.***

The corresponding track (“Hard Way To Go”*) is currently available via all major digital retail and streaming outlets ([Amazon/iTunes/Pandora/Spotify/Tidal](#)) **INSERT LINKS.**

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CMT.com is available online on all devices that support Internet browsing. Visit [cmt.com](#) for more information.

ABOUT JIMMY CHARLES:

Jimmy Charles is making a name for himself as a country music star in the making and a philanthropist creating music that makes a difference.

Born and raised on the Eastern Shore of Maryland, Jimmy moved to Music City in 2008 and was quick to become an active and viable member of the singer/songwriter and performing community. He’s since played every famed Nashville honky tonk, traveled across the U.S. sharing stages with Lady A, Montgomery Gentry, Kip Moore, Kacey Musgraves, Travis Tritt, Josh Turner and Merle Haggard, and was invited to play for the NHL Alumni & Hall of Fame Association in Toronto Canada. His career catapulted when *American Idol* producers recognized his talents and cast him as a contender on the nationally televised reality entertainment show in 2010 (Season 9).

Jimmy's early career accomplishments highlight the success of his debut single release, titled "Whatever It Takes," which captured the attention of country music radio programmers and the support of iHeart Radio.

He penned "Superman" (alongside Goose Gossett and Phil Shulka, who is a cancer survivor) which is a composition dedicated to cancer survivors and delivers a strong message surrounding the importance of early detection. The original became the mantra song for ZERO-The End of Prostate Cancer (as the organization's "fight cancer" anthem). Now, as national spokesman for the nonprofit, Jimmy has become an integral part of the foundation's awareness campaign. He travels the country to perform at various ZERO Run/Walks and participates in the associated media campaigns to raise funds for research and treatment, and consciousness surrounding men's prostate cancer. The "Superman" music video premiered on CMT and climbed to No. 1; the clip also entered broadcast rotation on GAC, Heartland and The Country Network (formerly ZUUS TV).

His journey has led him to utilize his platforms to further his purpose in the fight against cancer. As the brainchild and spearhead of the I Am Not Alone 501c3 non-profit organization (founded to spread hope, strength and unity to survivors), Jimmy creates powerful music with the objective to cultivate a "you are not alone" community and support system. His philanthropic passion and commitment in this endeavor led him to earn the "Outstanding Young Tennessean" Award (2017) and "Top Ten Outstanding Young Americans" Award (2019). A NIMA Winner, Jimmy was presented the award for "Male Country Artist Of The Year" and "Song Of The Year" (2020).

Jimmy's most recent country radio release, "Bout Summertime," charted in the Top 100 on the *MusicRow* Country Breakout Chart; the corresponding music video is in regular rotation at various nightclub, bar and restaurant locations (including Margaritaville), as well as casinos and retail outlets across the U.S.

Paralleling the National Recovery Month and National Substance Abuse Prevention Month campaigns (in September and October respectively), Jimmy has aligned with various national addiction organizations to coordinate public awareness campaigns surrounding recovery and substance abuse in support of those who are working to overcome their battle with addiction.

For more information visit:

<https://www.jimmycharlesmusic.com/>

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

<https://www.instagram.com/jimmycharlesmusic/>

FOR ARTIST INQUIRIES /or/ TO SCHEDULE AN INTERVIEW CONTACT:

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*To request a review copy of the track, please hit "reply."

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