

FOR IMMEDIATE RELEASE

[today's date]

CONTACT: [Organization, publicity person, address, phone, fax, email and website]

HEADLINE:

Two-time National Yodeling Champion Kevin McNiven to appear at

BODY:

_____ [organization] _____ is proud to present nationally known classic western singer, Kevin McNiven, in concert _____ [date] _____ at _____ [time] _____. The concert will be held at _____ [venue name with location] _____. Tickets are _____ [price] _____ available at _____ [ticket sale details] _____.

Classic Western singer Kevin McNiven transports audiences on a journey through his life. Movie sets, trail rides, hunting camps, The World's Fair, reenactments and near death experiences grace the stage when Kevin McNiven steps on. All this blended with championship yodeling provides an evening of down-home entertainment.

Born and raised in the Cowboy state, McNiven entertained guests on his father's outfitting business near Jackson Hole, Wyoming. Later, with his own outfitting business, McNiven continued to entertain guests around the campfire as they listened to his smooth cowboy yodel echo off the Rocky Mountains.

McNiven now brings his life in the saddle to the concert hall. Accompanied by his family, the show takes a new dimension. Classic Western is punctuated with Latin, Swing, Ballroom and Old-time Rock n' Roll as Tyler, TeAnna and Terrell join on stage.

"It was one of those times I will tuck away as a great memory and every time I listen to the CD I will think of your show. It was amazing to be able to meet such good, down-home wonderful people."

-Steve Nelson, Scout Executive, Snake River Council, BSA

"A Wyoming cowboy who's at home in the saddle, in front of the camera, or behind his guitar."

-Western Horseman Magazine

[A PARAGRAPH HERE ABOUT YOUR ORGANIZATION, VENUE OR ANYTHING SPECIAL ABOUT THE CONCERT SUCH AS A BENEFIT, FUNDRAISER OR ANNIVERSARY EVENT. INCLUDE DIRECTIONS IF NECESSARY]

Visit www.americascowboy.com for more information about Kevin McNiven.