

## MASON LIVELY BIO

You could try to pigeonhole Mason Lively, call him this kind of artist or that, this kind of person or that, but you might be denying yourself the opportunity to experience all of the sides of this multi-faceted, vibrant rising star. Mason is both singer and songwriter. He is an active participant and quiet observer, a leader and student. He is grounded in his roots and reaching for the sky, driven and focused, an old soul and, as his last name implies, a live wire, and he is undeniably talented.

It's no wonder, though. Mason's parents began unknowingly grooming him for a musical future by immersing him in it. "My whole family loved music, they loved having music on in the background, they loved family gatherings with music in the background. Any time the TV wasn't on, there would be music," he laughs. "My family was musical, but they didn't play instruments. It was really all different types of music, too," he adds, sounding abundantly grateful.

There were different types of music, but as Mason's own tastes developed, he found himself laser-focused on the singer-songwriters of Texas like Guy Clark, Townes Van Zant, Jerry Jeff Walker, Robert Earl Keen and Pat Green. He says, "My dad and my uncles and cousins like a lot of those guys, too, so I started out young listening to them. And I rediscovered them in high school when I started writing songs and playing guitar."

Mason also began adding heaping helpings of John Mayer, Jack Johnson, Randy Rogers and Wade Bowen into his musical diet and, while still very young, developed his own writing voice. In fact, one song that he wrote as a teen, "Early Grave," made it to his 2018 debut album, *Stronger Ties*.

But it takes more than exposure to music to make a successful entertainer and the native of tiny Inez, Texas also had a solid foundation of family, faith and football - Texas two-a-days - to help round him out. "The town I grew up in is like the town you hear about in all the country songs. It was very football focused, very rancher and farmer based. I didn't really realize I was living in what these guys were singing and writing about, so it's funny how that made me notice country songwriting a little bit more."

Another element of Mason's strong foundation was a work ethic that may have over-prepared him for his future. Through high school he hauled hay, worked in landscaping, sold boots, installed office furniture, and, in the evenings, he continued to hone those skills that would be vital to success in music - singing, playing and writing, while also dreaming of his future.

That future was in one of the musical meccas of Texas - San Marcos - where the artists he had listened to on the radio were regularly taking the stage at Cheatham Street Warehouse. With a pair of his hometown pals, he went to college in San Marcos, but also continued to build his repertoire of original songs, while taking in every concert he could. Seeing the careers of those fellow small town Texans blossom before his very eyes made Mason's career aspirations feel very attainable, especially after one show. "I saw this new artist, Parker McCollum, play at Cheatham Street, for like 30 people. Then the next time I saw him there, right before we put our album out, he was playing to a sold-out crowd," he laughs. "Seeing that happen first hand, I was like, I want to do this."

Mason signed with a supportive manager and an agent who also booked shows for Wade Bowen, which presented him with the opportunity to open for the Texas favorite. After a handful of late night bus conversations, a partnership formed between Mason, as the recording artist, and Wade, as producer. He remembers, "He brought in Justin Pollard who had co-produced some of Pat Green's albums to help him. We recorded some of it in Tyler, Texas and the rest in Nashville. It was an awesome experience. I couldn't have asked for a better producer for this album and the sound we were going for."

Mason and Wade also assembled an impressive team of co-writers in both Texas and Tennessee to work on his new album, including Ryan Hurd, Jay Knowles, Carlton Anderson, Drew Womack, Drew Kennedy, Ryan Beaver, and Ben Danaher.

The result of all of that incredible songwriting muscle is a collection of warm and inviting songs called in Mason's upcoming self-titled album, "Mason Lively" that introduces Mason Lively as a formidable voice in the music industry.

Songs like the acoustic-driven and regret-filled "Love Ain't Done a Damn Thing," written with Ben Danaher, showcase the ache, angst and growl of Mason's confident and mature voice. He smiles and says, "That's one that kind of snuck up on us as to how good it was in the sense of how much people liked it. It was one that we had on the back burner, but when we tested the album out with people - other artists, fans - we would get back an overwhelming response. It's very simple, very stripped down. It has a swaying melody to it and a cool feeling to it."

Although Mason didn't write "Bar Talkin'," he owns his performance of the clever lyric written by Ryan Beaver. With plenty of Texas swagger and an audible grin in his performance, along with a dreamy, ethereal arrangement, seduction becomes romance, and hearts melt at the possibility of it all.

“Something ‘Bout a Southern Girl” fully encompasses all of those influences that Mason studied as his talent developed. Laden with bucolic imagery sans the cliches that have become a curse in country music, Mason penned the hit with Wade and Drew Kennedy. Although he was apprehensive of the song’s potential, he pitched it to his co-writers. “I had most of the chorus and a couple of lines in one of the verses and Wade was like, ‘We’ve got to write that one, for sure.”

Good thing he listened as “Something ‘Bout a Southern Girl” has had great success.

Moving into 2021, Mason lights up with enthusiasm. Recently engaged to beautiful, personal trainer Kelly Lochte from New Braunfels, he is focused on having a big year. “I’m about to put out an album that I’m so proud of and I’ve had help from so many people getting this lined up and I’m super thankful for all of that,” he says. “I get to marry the love of my life this year and I’m super excited for that and starting that part of my life.” He pauses and adds, “I just want to stay close to God and just pray about everything and, when I’m a husband, get better and better. Be a better songwriter, a better performer. This is the year of taking those blessings that I’ve been given and doing the best I can with them.”

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