

BORN & RAISED

★ **PRYOR, OK • SEPT 13-15, 2024** ★

For Immediate Release:

**Born & Raised Festival Roars Into Its 4th Year
September 13, 14, and 15, 2024
In Pryor, Oklahoma**

**Headlining Performances from
Cody Johnson, Hank Williams Jr., Koe Wetzel
Dwight Yoakam, Midland, The Red Clay Strays
And Many More**

Born & Raised Joins DWP Festival Roster

3-day passes on sale Friday, April 26 at 10 AM CST

April 22, 2024 - Pryor, OK - Danny Wimmer Presents is proud to announce the 2024 lineup for the 4th annual [Born & Raised Festival](#) happening **September 13-15 in Pryor, OK**. The lineup, programmed specifically *For The Outlaw In All Of Us*, features headliners **Cody Johnson, Hank Williams Jr., and Koe Wetzel** on the mainstage alongside the very best of left-of-center country artists and bands who comfortably walk the line between outlaw, Americana, Red Dirt, and folk genres. The full 3-day, 4-stage lineup can be found below.

The **Born & Raised** 2024 Lineup Features: **Cody Johnson, Hank Williams Jr., Koe Wetzel, Dwight Yoakam, Midland, The Red Clay Strays, Shane Smith & The Saints, Paul Cauthen, Treaty Oak Revival, The Cadillac Three, William Clark Green, Wade Bowen, Cody Canada & The Departed, Kolby Cooper, Jack Ingram, Colby Acuff, J.R. Carroll, Brent Cobb, The Band of Heathens, Stephen Wilson Jr., Ole 60, Pony Bradshaw, Tyler Halverson, Jamie Lin Wilson, The Wilder Blue, Maggie Antone, Reid Houghton, Clayton Mullen, Kin Faux, Django Walker, Zandi Holup, Harper O'Neill, Lance Roark, Josh Weathers, Jason Scott & The High Heat, Blaine Bailey**

3-day festival passes go on sale **Friday, April 26 at 10 AM CST** with a wide variety of tiers and offerings including a kick-off barbecue on Thursday, Sept. 12 for weekend and camping

pass holders, daily acoustic performances for VIP pass holders, and glamping options. Weekend passes start at \$189.99 plus fees with a \$10 down or 10% down (of total cart value) layaway option. Single day passes will be released in the coming months. All weekend pass purchasers and campers are welcome to the Thursday Night Honky Tonk Kick-off party at no additional cost.

Secure early-bird pricing and pre-sale access by signing up for the Born & Raised newsletter right [here](#) before the public on-sale on April 26. For a full breakdown of ticketing options and to purchase, please visit bornandraisedfestival.com.

What's new: College Town, a designated area within the Born & Raised campgrounds, was created specifically with college-going outlaws in mind. Students with a valid ID can purchase GA festival passes at a reduced rate, and secure their campsite in College Town to get rowdy amongst their peers.

Bring your a game and tell a friend: a leaderboard will be featured on the [Born & Raised website](#) to showcase which campuses are repping Born & Raised the hardest, with the strongest pulling campus winning a designated section for campers within College Town, plus special prizing. Learn more [here](#).

In other exciting developments, Danny Wimmer Presents, the largest independent live event producer in the United States, has acquired Born & Raised and will continue to work with the original Born & Raised creators Pryor Creek Music Festivals, with many key stakeholders remaining involved in 2024 and beyond.

For more information, sign up for the Born & Raised [newsletter](#), visit bornandraisedfestival.com, and engage with the festival on [Instagram](#), [Facebook](#), and [X](#).

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CODY ★ **HANK** ★ **KOE**
JOHNSON **WILLIAMS JR.** **WETZEL**

DWIGHT ★ **MIDLAND** ★ **THE RED** ★ **SHANE SMITH**
YOAKAM **CLAY STRAYS** **& THE SAINTS**

PAUL CAUTHEN • TREATY OAK REVIVAL • THE CADILLAC THREE
WILLIAM CLARK GREEN • WADE BOWEN • CODY CANADA & THE DEPARTED
KOLBY COOPER • JACK INGRAM • COLBY ACUFF • J.R. CARROLL
BRENT COBB • THE BAND OF HEATHENS • STEPHEN WILSON JR.
OLE 60 • PONY BRADSHAW • TYLER HALVERSON • JAMIE LIN WILSON
THE WILDER BLUE • MAGGIE ANTONE • REID HAUGHTON
CLAYTON MULLEN • KIN FAUX • DJANGO WALKER
ZANDI HOLUP • HARPER O'NEILL • LANCE ROARK
JOSH WEATHERS • JASON SCOTT & THE HIGH HEAT • BLAINE BAILEY

THURSDAY NIGHT
HONKY TONK
KICK-OFF
JACK INGRAM
THE BAND OF HEATHENS
JOSH WEATHERS

LATE NIGHT
FRIDAY
THE CADILLAC THREE
KIN FAUX

RED RIVER
THEATER-VIP
HOSTED BY
JAMIE LIN WILSON

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BORNANDRAISEDFESTIVAL.COM

Apply for media passes [here](#). Download festival art [here](#) and logo [here](#). Download photos [here](#).

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About Danny Wimmer Presents: Since 1995, music industry veteran Danny Wimmer has been producing concerts and festivals, both large and small. In 2011, he founded Danny Wimmer Presents, a live entertainment company that produces the largest rock, metal, and alternative music festivals in the U.S. By combining A-list talent, bringing exceptional creativity to life, and curating local cuisine and culture, DWP is recognized within the industry for delivering exceptional entertainment experiences to fans, artists, sponsors, partners, and host cities. DWP creates unforgettable and all-encompassing festival experiences, leaving both attendees and partners with lasting and meaningful impressions. From 2020 and on, DWP has been an innovator in the digital content space with over two dozen international livestreams, acclaimed social series *Offstage with DWP*, DWPresents Channel on Twitch, which has garnered over 25 million worldwide views since its launch in mid-2021, and *The Power Hour*, a weekly show dedicated to the world of rock, on AXS TV. The DWP 2024 festival lineup includes Aftershock, Born & Raised Music Festival, Bourbon & Beyond, GoldenSky Country Music Festival, Inkarceration Music & Tattoo Festival, Louder Than Life, Rocklahoma, Sonic Temple Art & Music Festival, and Welcome To Rockville.

www.DannyWimmerPresents.com

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