

# JELLY ROLL ANNOUNCES NORTH AMERICAN BACKROAD BAPTISM TOUR

LIVE AT RUPP ARENA ON TUESDAY, OCTOBER 10

TICKETS ON SALE THIS FRIDAY, FEBRUARY 24 AT 10AM AT  
[WWW.RUPPARENA.COM](http://WWW.RUPPARENA.COM)



Lexington, Ky. (February 20, 2023) – After dominating Billboard’s Emerging Artist Chart for a record-breaking 25 consecutive weeks - [ultimately breaking the record of most weeks spent at No. 1](#) - with his single, “Son Of A Sinner,” multi-genre hitmaker **Jelly Roll** today announced his Backroad Baptism Tour. The 44-city tour kicks off in July and will be live in **downtown Lexington at Rupp Arena on Tuesday, October 10**. Tickets go on sale this Friday, February 24 at 10am local time at [www.livenation.com](http://www.livenation.com). Joining **Jelly Roll** for the Lexington show will be special guests **Yelawolf** and **Struggle Jennings** and hosted by comedian **Josh Adam Meyers**.

Tickets go on sale to the general public beginning at 10AM on Friday, February 24 at [www.livenation.com](http://www.livenation.com). Fans can also purchase VIP Packages, which may include premium seats, side-stage viewing for the entire length of Jelly Roll’s set, backstage tour and group photo, VIP lounge, limited edition tour poster & more. For more information, visit [vipnation.com](http://vipnation.com).

The Backroad Baptism Tour comes after a momentous year for Jelly Roll. The chart-topping, multi-genre phenomenon scored his first No. 1 on Country radio with his debut Country single

[“Son Of A Sinner”](#) and earned a two-week Rock No. 1, “cemented his rising mainstream stardom” ([Tennessean](#)). More recently, he released [“she”](#) as well as his current radio hit, [“NEED A FAVOR”](#) — both from his highly anticipated forthcoming album. Having independently amassed more than 4 Billion career streams to date, Jelly Roll made his Grand Ole Opry debut in 2022 and continues to sell-out venues across the United States-recently playing to more than 16,000 fans at his sold-out show hometown venue at Bridgestone Arena. His 2020 single “Save Me” — a confessional, vulnerable expression of self-doubt set the stage for his new season of life and took him to new heights- has earned more than 155 million views on YouTube and Platinum certification from the RIAA- and continues to resonate with fans and tap into Jelly’s uniquely-connective ability to bring fans “therapeutic music.”

### **About Jelly Roll**

Outright genre-bending singer/songwriter/rapper Jelly Roll has quietly been building a remarkable career, under the radar and on his own terms. Since his days selling his mix tapes out of his car, he has constantly been independently releasing new music (more than 24 albums), touring relentlessly, consistently topping various iTunes charts, engaging a rabid fanbase and creating videos that have amassed nearly 2 billion views on YouTube. He pairs deeply personal lyrics with music that blends Old-school Rap, Classic Rock, Country and Soul to create music that is therapeutic, raw and tackles the heaviness in life.

His 2020 single “Save Me” — a confessional, vulnerable expression of self-doubt set the stage for his new season of life and took him to new heights, with more than 155 million views on YouTube and Platinum certification from the RIAA. Born and raised in Nashville’s Antioch neighborhood, the former addict and drug dealer released his album [Ballads of the Broken](#) in 2021, ahead of his sold-out hometown show at the famous Ryman Auditorium, which sold out in under an hour. The introspective 10-track album shows Jelly Roll’s growth as an artist and man, drawing from his personal experiences to tell the story of a man who has been through the ringer and isn’t afraid to share his raw truth, featuring his multi-week No. 1 Rock hit [“Dead Man Walking”](#) and his No. 1 Country debut single [“Son of a Sinner.”](#) Now after a history-making “breakthrough year” ([American Songwriter](#)), having just sold-out Nashville’s Bridgestone Arena and released the riveting anthem [“NEED A FAVOR”](#) along with the soul-stirring ballad [“she”](#) from his highly anticipated forthcoming album, the reigning No. 1 of Billboard’s Emerging Artists chart for more than 25 weeks and counting is well on his way to mainstream, multi-genre stardom.

### **KEEP UP WITH JELLY ROLL**

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#### **About**

#### **Live**

#### **Nation**

#### **Entertainment**

Live Nation Entertainment (NYSE: LYV) is the world’s leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Sponsorship. For additional information, visit [www.livenationentertainment.com](http://www.livenationentertainment.com).

#### **Media Contacts: Rupp Arena**

Stephanie Bork | [sbork@centralbankcenter.com](mailto:sbork@centralbankcenter.com)

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#### **About Central Bank Center**

Located in Lexington, Kentucky, the **Lexington Center Corporation (LCC)** is a not-for-

profit 501c3 corporate agency of the Lexington Fayette Urban County Government. It was established in 1974 to manage and maintain Rupp Arena at Central Bank Center, the Central Bank Center (formerly Lexington Convention Center), Triangle Park, and the Lexington Opera House. One of the nation's most storied entertainment destinations, Central Bank Center venues collectively welcome an average of 1.3 million patrons annually.

Since 1976, **Rupp Arena at Central Bank Center** has served as the home court of the University of Kentucky men's basketball team, regularly leading the national attendance average. Rupp Arena has hosted legendary artists such as Justin Timberlake, Paul McCartney, Garth Brooks, Chris Stapleton, and many more. Since 2018, Oak View Group and Live Nation Arenas have provided booking services to Rupp Arena. During the last 18 months, Rupp Arena has broken all previous audience attendance and revenue records in its storied 43-year history.

**The Lexington Opera House**, built in 1886 and listed on the National Register of Historic Places, is one of the premier performing arts centers in the region. Since its opening, the Opera House has played host to such famous stage performers as W.C. Fields, The Marx Brothers, Al Jolson, Julie Harris, Steve Martin, Brian Wilson, and Graham Nash. It has undergone two major renovations and remains a cultural destination in downtown Lexington.

**The Central Bank Center** holds over 200 meetings, trade shows, and special events annually. It just completed a transformative \$310 million expansion, featuring a dramatic, light-filled architectural design that offers over 200,000 SF of flexible meeting and event space. For more, visit [www.centralbankcenter.com](http://www.centralbankcenter.com) or follow us on Facebook, Instagram, or Twitter.

**About OVG360:**

OVG360, a division of the Oak View Group, which was founded by Irving Azoff and Tim Leiweke and supported by Silverlake, specializes in event programming venue assessments and security and emergency preparedness. OVG360 can also provide full management services for arenas, stadiums, convention centers, and performing arts centers. Oak View Group is the largest developer of sports and entertainment facilities in the world with \$4.5 billion of deployed capital across eight project