

classic

- i. a work of enduring excellence
- ii. historically memorable
- iii. of recognized value
- iv. well built
- v. authentic

ALEX HALL

Walking the line of modern and classic with his outlaw spirit and his heart of gold, Alex Hall brings a fresh sound to country music that will capture the ears of your friends, your parents, and your grandparents alike. His debut album, *Side Effects Of The Heart*, takes the listener on a journey through the arch of the primary plight of anyone's lifetime; love, and the rewards and consequences of following your heart.

On the title track, and first release from the project, "Side Effects Of The Heart" Hall sings:

" First comes love and then comes lonely, then you're climbing up the walls till the phone rings.
You're in Heaven, then you're dying, then you're just so happy that you can't stop crying.
There's no cure for it, and that's the hardest part.
We're all a mess living with the side effects of the heart."

The track gives listeners the full picture of what to expect on the IO song project, along with an understanding of all that Hall has been through in his life.

First comes love...

A unique cocktail of influences shine through in Hall's artistry. The charisma of Elvis, the songwriting of Kris Kristofferson, the guitar playing of Vince Gill, and the vocals of Lee Ann Womack and Willie Nelson, all lured him toward music. At 4 years old, his fascination with Elvis was sparking a dream which his parents nurtured by saving up to buy him his first guitar. While his hands were too small to make chords and his inability to read discouraged his playing for a few years, he was singing constantly. By the age of 14, encouraged by his music and english teachers, he was writing songs and had become so captivated by playing that he rarely put the guitar down. He was in love.

Then comes lonely...

Driven by an intense work ethic that was instilled on the North Georgia horse farm he grew up on, Hall dropped out of high school to pursue music full time. At first, this decision gave him a sense of freedom and excitement. However, it wasn't long before anxiety struck and his gut led him toward going back to school - on one condition. Alex made a deal with his guidance counselor that allowed him 60 absences in return for maintaining a passing GPA so he could continue touring. Hall was no stranger to travel while keeping up with his other responsibilities. Up to that

point, he was a champion barrel racer, traveling with his family to rodeos every weekend while balancing school, choir, and chores throughout the week. Confident, Hall hit the road playing over 125 dates a year all over the Southeast in addition to making trips to Nashville to hone his songwriting skills all while completing his high school curriculum.

Then you're climbing up the walls til the phone rings...

After graduating, Hall made the official move to Nashville and the journey to truly crafting his artistry began. Meeting the right people, the right creative relationships, and the right team was challenging and took much longer than Hall anticipated. He was homesick and was having a hard time making ends meet while also working to find himself as an artist and to find his footing in Music City. Hall stacked up about 5 years-worth of no's and misconnections before finally realizing that the only path to success was the one of true authenticity. There is only one Alex Hall.

You're in Heaven...

The stars finally aligned in the summer of 2019. Within a matter of two weeks, Hall proposed to his girlfriend Bri and signed his record deal with Monument Records. He landed opening slots on tours with Tanya Tucker and Brandy Clark. He was writing with some of his most admired songwriters. He started recording his first studio album and he felt like everything was coming together.

Then you're dying...

Then the world shut down. The pandemic brought everything to a screeching halt and Hall was pulled off the road. The writing sessions cancelled and the recording was put on pause. It was a transformative time, when Hall was forced to look inward and figure out how to keep things moving forward. What came out of that was his Six Strings EP. He built the project himself, crafting the recordings around his voice and his guitar. With thoughts of chasing sounds or hits out of his mind, he was able to focus solely on the music and his true sound surfaced with ease. Alongside his co-producers Pete Good and AJ Babcock, they sent files back and forth and ultimately invited his friends and heroes Vince Gill, Brad Paisley, John Osborne (of Brothers Osborne), Brad Tursi (of Old Dominion), Tenille Townes, and Kassi Ashton as featured vocalists and guitarists. The release led to International acclaim and set the tone for what to expect on his debut studio project.

Then you're just so happy that you can't stop crying...

Hall and his fiance eloped to California and shortly after found out that they were expecting. With the world opening back up, a European tour on the horizon, and his album nearly complete, a new baby wasn't necessarily in the plans. In the final track of the project, Hall poignantly and honestly tells the story of becoming a father with "Dad Now" and the emotional adjustment of his baby boy Preston arriving. The track perfectly rounds out the album and his story to current day.

There's no cure for it, and that's the hardest part, we're all a mess living with the side effects of the heart.

And the journey continues.