

Cowboy Troy Biography



Cowboy Troy on the Red Carpet on Monday, Nov. 6 for "The 40th Annual CMA Awards" in Nashville. Provided by Country Music Association

When you're six feet, five inches tall you stand out. Add a cowboy hat and you stand out even more. Then, make the subject from Texas with darker than average skin and there's no question that Cowboy Troy (AKA Troy Coleman) isn't exactly an average guy. Yet while Troy may revel in being instantly identifiable from the rank and file in many ways, he also feels that his music shouldn't be deemed something outrageous, gimmicky, or bizarre. "I grew up listening to a mix of country music, rap and rock, with a little bit of funk and pop," Coleman says. "That didn't make me unusual back home (Dallas, Texas). Whenever I would go into the honky-tonks and they put on Run-DMC or Sir Mix-A-Lot, the floor would be packed with the cowboy hats swaying and people having a good time dancing. So it didn't seem like that big a deal for me once I decided to try music that all these things would converge in my music."

Mix in like-minded co-producer John Rich (AKA J. MONEY) and this convergence really starts to make sense. "John was one of the first people in the business that understood how natural what I was doing really was and that it wasn't an act, just a natural extension of myself and my musical influences," Troy remembers.

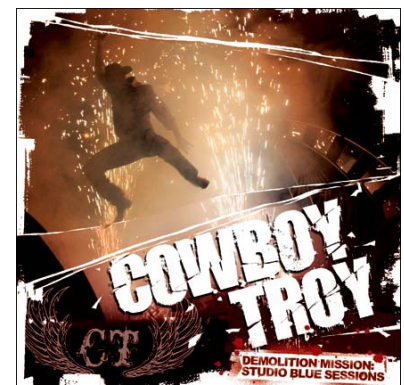
Yet it's precisely that different blend, a convergence of country, rap and rock that Troy dubbed "hick-hop," that's still causing quite a stir throughout the country music world. Two years ago, when Cowboy Troy's Warner Bros./Rayhaw debut, *Loco Motive*, debuted at number two on the Billboard Country Albums chart, the industry could not deny that something unique was going on. Despite minimal (to put it mildly) country radio support (the lead single, "I Play Chicken With The Train," peaked at number 48 on the charts), the song managed to become the number one country download at the iTunes music store. The little *Loco Motive* that could has since gone on to sell some 342,000 copies.



And the world took note. Troy was everywhere—from the pages of People, Rolling Stone, Time, and USA Today to The Tonight Show, Good Morning America, Larry King Live and the list goes on. But perhaps more than anything else, it's his hosting gig on USA's Nashville Star that has kept him in the national consciousness these past two years. Troy has co-hosted this series with Jewel, and he's fierce in his defense of the show and desire to separate it from what happens on American Idol. "First of all, there are no people on our show that don't have any talent, nor is anyone interested in making a name for themselves by ripping up folk," Troy said. "Now that doesn't mean there won't be critical statements, or that people won't acknowledge when someone isn't singing in tune or doing material that doesn't work. But if you watch our show you won't see anyone delighting in ridiculing a contestant or trying to follow their own agenda. The most important thing for everyone on our show is making sure that the best and most talented people win and that they get the seasoning and advice they need to make it in the business."

Troy stands behind his words: he invited Nashville Star season five winner Angela Hacker to lend vocals to "Lock Me Up" and "Hick Chick" on his forthcoming album. For extra flavor, Black In The Saddle also features rocker M. Shadows, lead singer of Avenged Sevenfold, as well as the deep baritone of Troy's MuzikMafia cohort James Otto. The resulting body of work is a tasty melting pot of country, rap, and rock 'n roll.

After 2 years of anticipation and nearly 18 months of fans serving as the judges panel, Cowboy Troy released his third CD, "Demolition Mission: Studio Blue Sessions" in September 2009. Five of the new songs actually feature Troy carrying a tune, in his own way, after his fans wanted to see if he could sing. What basically started out as a joke and a dare was recorded in Las Vegas, NV at Studio Blue. The A-Side of the album is referred to as "A-Side from the Obvious". The B-Side is referred to as "B-Side Myself". Each set is separated by a "Mind Clearing Musical Intermission".

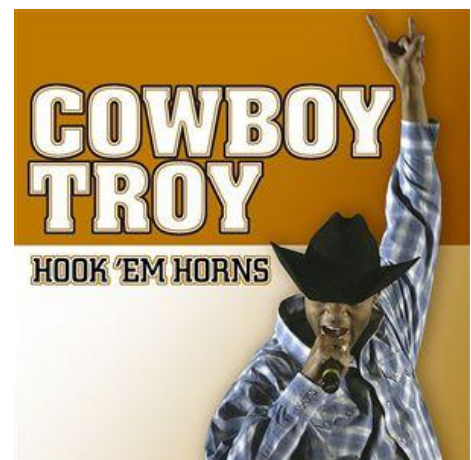


Featured hits, "Cash in the Cookie Jar", "That's Me" and "Wisdom" will energize you. While, "Bring Me Back to Life" will throw you for a loop. The dance club ditty "All Hat, No Cattle Remix" will also get you shakin'. When it's all said and done, "Demolition Mission: Studio Blue Sessions" will demolish any preconceived notions about Cowboy Troy and his music.

Most recently, Troy has contributed to "Cowboy Stomp", a song and video for the Dallas Cowboys on the EP *Get Rowdy*. This is sure to be a huge hit!



In addition, Troy recorded "Hook 'Em Horns" for the Texas Longhorns, which he performed in Pasadena at the BCS National Championship Events in 2010.



Regarding Troy's latest music, he says "Fans like all kinds of music, as long as its good. I think the more we can have a rapper with a pop singer or a rapper with a country artist or a metal artist with a country artist, whatever, people will start to look at it and go, That's Cool. I never would have thought of that before. If you have that cross-pollination it not only makes better music but it makes all of us better. "