

Bridget Lyons, a Bright New Voice of Americana and Southern Rock, Releases Single “Look Like Now” Featuring Some of the Genre’s Best Talent

The single teases Lyons & Co’s new album dropping this July and features band members from Billy Strings, Paul Cauthen & Yonder Mountain String Band.

Catch the roots-rock ensemble live around Michigan this summer at Back Lot Bash, Smiling Acres Music Festival, as well as an opening set for Mat Kearney at Summer Concerts at Meijer Garden.

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June 28, 2024, Chicago IL – Lyons & Co., an emerging presence on the indie roots-rock scene, is kicking off Chicago Pride Weekend with a dance-worthy new single “**Look Like Now**,” the first track off their forthcoming album ***Southern Rock & Nicotine***. Joined by **Allie Kral (fiddle, Yonder Mountain String Band), Andrew Bair (keys, Paul Cauthen), Mark Lavengood (dobro, Billy Strings, Lindsay Lou) and Jake Lynn (Wyatt Gomez)**, the sophomore album for **Lyons & Co** will debut this July.

Front-woman Bridget Lyons is truly a self-made success story. A creator in multiple genres, she holds patents in design and utility and has owned and developed multiple brands to national expansion. She has previously released two albums under her name and has performed with a number of renowned musicians, from famed bluegrass artists to R&B legends including Brandy Norwood (aka Brandy).

Lyons’ honey-and-gravel sound is rooted in an upbringing soundtracked by the Delta blues and Chicago R&B. She learned how to play the guitar by watching her dad, a slide blues guitarist, and received her first guitar at 8 years old Lyons spent her summers working on her grandfather’s farm where the only radio station for miles got her hooked on artists like The Judds, Martina McBryde, Brooks N Dunn and Toby Keith.

With “Look Like Now,” Lyons’ latest release takes her into the heartland where a modern resurgence of the Tulsa Sound is on the heels of Nashville and Austin. The album was recorded and co-produced in Tulsa by keyboardist Andrew Bair, who has also produced for Jason Boland & The Stragglers and is heavily involved in Isaac Hanson’s new country-rock project, Mother Road Sons.

Lyons says: “While today’s single and our new album dropping in July could be viewed as somewhat of a coming-out party for Lyons & Co, it’s actually a culmination of artistic threads that

started when I picked up my first guitar. This track, in particular, combines some of my favorite elements of songwriting; playful lyricism that weaves together storytelling, complicated emotions and harmonies.”

She continues: “As a member and ally of the queer community and country-blues artist, I’m honored to release my first single off the new album in time for Pride Weekend in my hometown of Chicago. I am also so proud to be a member of the Americana family. There’s a true sense of community and joy connected to the live music experience in this genre. I look forward to getting some feet moving this weekend at Back Lot Bash and around Michigan and Oklahoma this summer!”

The first stop for Lyons is a showcase hosted by the **L-Word’s Leisha Haley and Katherine Moening** at Chicago’s **Back Lot Bash**. She’ll take the stage on Saturday, June 29th with **Allie Kral** on fiddle, as well as fellow country-queer artist **Amy Martin (vocals and guitar)** and **Brady Knippa (drums, Dayglow)**.

ADDITIONAL LIVE PERFORMANCE DATES:

June 30, 2024

SMILING ACRES MUSIC FESTIVAL, Trufont MI

Allie Kral (fiddle, Yonder Mountain String Band)
Mark Lavengood (Dobro, Billy Strings, Lindsay Lou)
Amy Martin (vocals and guitar, Denver)
Tyler Sjöström (guitar and vocals, Virginia)

July 24, 2024

Lyons & Co *Southern Rock & Nicotine* Album Release Party

The Colony, Tulsa, OK

Allie Kral (fiddle, Yonder Mountain String Band)
Andrew Bair (keys, Paul Cauthen)
Mark Lavengood (dobro, Billy Strings, Lindsay Lou)
Jake Lynn (drums, Wyatt Gomez)

July 30, 2024

Summer Concerts at Frederick Meijer Garden, Grand Rapids, MI

Opening for Mat Kearney

Allie Kral (fiddle, Yonder Mountain String Band)
Mark Lavengood (Dobro, Billy Strings, Lindsay Lou)

The track, “Look Like Now,” is available to stream today on all platforms.

About the artist

Lyons & Co. front-woman Bridget Lyons is truly a self-made success story. Growing up with drug and alcohol addiction rampant in the home, her music testifies to a life lived at the intersection of conflicting forces: violence and love, addiction and resilience, shame and triumph. With smoky vocals that catapult and glide from growl to wail to tender croon, Lyons sings honest songs about real people. Her sound challenges categorization in genre “norms” but has been referred to as “swamp rock”; grounded in the blues, folk, and Southern rock traditions.

Lyons’ first album (*Long Kiss Goodnight*) was released in 2008. Following the loss of a band member to heroin use, she took a hiatus from music until her 2019 release “Living Room Songs,” a collection of intimate room recordings of fan favorites. She debuted her first full-length album, *294*, at SXSW in 2022. Her song “294” was the number-one song on the SXSW Spotify playlist for that year. Lyons has performed with a number of renowned musicians, with whom she carries forward her philosophy: “what matters most is how you feel when you play together.”