



June 8-12, 2022
Back & Bigger Than Ever
35th District Agricultural Association



Coffey Anderson

The FREE Outdoor Concert Series Presented by Coors Light

On Wednesday, June 8 we are excited to kick-off the 2022 Merced County Fair presented by Valley Children's Healthcare with country music star, Coffey Anderson as part of the FREE Outdoor Theatre Concert Series presented by Coors Light! The fun starts at 8:30 p.m. and is free with your paid Fair admission.

Coffey Anderson's music career began unconventionally. He borrowed a guitar from the father of a girl he was dating, and then she dumped him. Coffey kept the guitar, and more than 20 years later continues to blaze his own trail as a neotraditional country artist.

The Bangs, Texas, native grew up singing in church, but it wasn't until a high school talent show that he realized he could connect with an audience. When Coffey relocated to Los Angeles to pursue music full-time, the singer's small-town upbringing, country values and unmatched work ethic stayed with him. Once in L.A., he carved out his own lane of country music. He'd perform on the street with a foldable IKEA table where he sold CDs and took names for his email list. That's where he'd meet his wife, hip-hop dancer Criscilla, and soon realize that he had to think like an entrepreneur if he wanted to make it in the industry. Coffey took his music career into his own hands producing his own albums, booking his own shows, and editing his music videos out of his garage.

In 2006, Anderson started his YouTube channel and launched Coffey Global. 16 years later he has more than 243,000 YouTube subscribers with 85 million lifetime views. His Spotify monthly listeners average 640,000 while his TikTok likes total 3.6 million. While building his brand as an entrepreneur and singer Anderson, 43, continued to use his gift as an entertainer. His infectious personality and unmatched positivity as seen on the hit Netflix original reality series *Country Ever After* draws people in while his neotraditional country music sets him apart.

Coffey Anderson Highlights

- Performed at Rodeo Houston, Snoop & Martha Cooking, private events, county fairs, festivals and faith-based shows
- Stars on the Netflix reality TV hit "Country Ever After", which delights over 50 million viewers worldwide
- Attracts over 243,000 YouTube subscribers, with 85 million lifetime views
- Entertains 3.6 million fans on TikTok
- Supports many impactful charities such as Keegan's Promise, the Military Warriors Support Foundation, and Heroic Red Wine.

Coffey Anderson

Wednesday, June 8 @ 8:30 p.m.

FREE with Paid Fair Admission

www.coffeyanderson.com