

# AUSTIN SNELL SIGNS TO RIVER HOUSE ARTISTS AND WARNER MUSIC NASHVILLE

SNELL IS THE FIRST ARTIST SIGNED TO THE JOINT VENTURE, NAMED LATEST ARTIST IN SIRIUSXM'S ARTIST ACCELERATOR PROGRAM

Nashville, TN (March 10, 2023) – River House Artists and Warner Music Nashville are pleased to announce the signing of Austin Snell, the first artist co-signed via the joint venture between the two entities. Additionally, Snell is the latest and first country artist to be selected as a part of **SiriusXM's Artist Accelerator** program, which aims to develop and break new artists by leveraging the massive combined audience of the company's flagship premium subscription service, SiriusXM, and its ad-supported streaming service, Pandora. The Artist Accelerator program puts a spotlight on emerging artists and aims to remove barriers created by today's song-first-driven culture to help artists grow their listener base and build fandom. Last week, Snell was also named **SiriusXM's the Highway's "Highway Find,"** the channel's vessel to bring country artist discovery to its listeners, and joins the likes of previous "Highway Find" artists such as Luke Combs, Gabby Barrett, Maren Morris, Dan + Shay, and Florida Georgia Line.

"Watching Austin craft his sound and unique style over these past few years has been an honor. He truly knows who he is as an artist and musician," says Zebb Luster, GM of River House Artists. "He has a natural ability to follow his own instincts that have musically set him apart. I'm so thankful to have the



CHECK OUT AUSTIN'S NEW SINGLE, "PRAY ALL THE WAY HOME"

opportunity to work alongside Warner, just as Lynn Oliver-Cline and Cris Lacy envisioned this partnership thriving."

Originally from Dudley, Georgia, Austin Snell moved to Nashville in May 2022. He soon made his mark on Music City with "Excuse the Mess" in September of the same year. "Excuse The Mess" amassed more than **1 million streams** in its first week, thanks to his enthusiastic TikTok following. Austin's unique blend of rock and country, which he coined "grunge country," grabbed the attention of independent record label and publishing company River House Artists. Austin followed up his breakout hit with his "Wasting All These Tears" cover, before releasing his second original song, "Get There First" on January 27. Since September of 2022, Snell's songs have accumulated over **55 million streams**.

River House Artists, founded by veteran industry executive Lynn Oliver-Cline in 2016, is an independent record label and publishing company developing exciting new talent. River House has established itself as a leading force for developing artists and boasts a roster consisting of superstar Luke Combs, Jameson Rodgers, Billy Strings, Ray Fulcher, and Drew Parker as well as buzzed-about newcomers Austin Snell, Georgia Webster, Zach Seabaugh, Kasey Tyndall, Grant Gilbert, and more.

Warner Music Nashville began a new legacy in 2009, continuing its more than 60-year history within the Nashville music community. WMN is now home to some of the most iconic county artists in the modern era and a rising generation of talent.

Photo Credit: Alan Poizner



[www.austinsnell.com](http://www.austinsnell.com)

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