

BRETT WESTGROVE TO HEADLINE LA CROSSE'S "RIVERFEST" WITH EXPLOSIVE PERFORMANCE FEATURING HIS LATEST SINGLE, "MEMORY BURNS LIKE WHISKEY"

[Nashville, TN 2/9/24] — The music scene is buzzing as Brett Westgrove, the rapidly rising Nashville artist from Wisconsin, announces his headlining performance at the renowned "Riverfest" in La Crosse, Wisconsin on the same day his new single "Memory Burns Like Whiskey" goes to Country and Top 40 radio.

Westgrove's newest release is a genre-blending anthem that seamlessly weaves together elements of country, rock, and pop, creating a riveting narrative around the universal theme of navigating painful memories and the lingering scars of lost love. Produced by Westgrove himself, this powerful track radiates with his exceptional songwriting abilities and infectious energy, marking a significant milestone in his musical journey.

The powerhouse single overflows with addictive melodies, irresistible cadences, and emotionally charged storytelling—qualities that have garnered praise from fans fortunate enough to have experienced an early version of the song during Westgrove's final leg of his 2023 tour. His ability to convey raw, authentic emotions through music solidifies Westgrove's mastery in creating songs that deeply resonate with his audience.



In a recent interview, Westgrove stated, "2024 is going to be a record year for the Westgrove camp and I couldn't be more excited than to get back home to Wisconsin to share everything the year has in store live on stage. When I heard Riverfest happened to be announcing the very day I'd be releasing my first single of the year it just felt right, like it was a sign that good things are coming."

Hitting all major social media and streaming platforms on February 9th, "Memory Burns Like Whiskey" marks an exhilarating new chapter in Brett Westgrove's rise in the country music world. Westgrove and band will take to the Riverfest stage with his electric combination of originals and covers on the evening of July 5th, 2024.

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