



FOR IMMEDIATE RELEASE

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Country Music Sensation Kellie Pickler to Make Every Moment Count On Her 7th USO Tour to Middle East

Singer to Share, Give and Take a Moment to Thank Troops On Nine-Day USO Tour

Twitter Pitch: @Kellie Pickler to take #USOmoments on @the_USO holiday tour to Middle East!

WHAT: USO Holiday Tour Featuring **Kellie Pickler**

WHEN: Winter 2013

WHERE: Middle East

Note. For security reasons, the country names and tour dates cannot be released at this time.

WHY: Country music star Kellie Pickler is joining "Every Moment Counts," the USO's new campaign asking Americans to show their gratitude to troops by helping create and provide real, everyday moments for our military families. Pickler's taking the campaign on the road, on a nine-day USO holiday tour to the Middle East. While overseas on what will be the singer's seventh USO tour, Pickler will visit two countries, perform five USO shows as well as share, give and take a moment to thank troops for their service and sacrifice.

A long time supporter of America's armed forces, Pickler has worked tirelessly to provide memorable USO moments for the more than six years. In February 2012, the songstress volunteered to help out with the USO's "Ladies Night" program - a monthly event hosted by USO centers in the Middle East that give female troops a chance to bond and pamper themselves. Backed by a team of her sponsors, Pickler wrapped up some of her favorite girly items and sent them overseas for a special Valentine's Day edition of "Ladies Night." She then popped in for several virtual visits via Skype, where she chatted with servicewomen.

Since first volunteering with the USO in December 2007, Pickler has participated in six USO tours and 75 USO appearances (to include meet-and-greets, autograph signings, performances and hospital visits). She has also entertained more than 30,000 troops

stationed in eight countries. Among the countries she has visited are Kuwait, Iraq, Afghanistan, Kyrgyzstan, Germany, the United Kingdom, Kosovo and Bahrain.

The USO kicked off the “Every Moment Counts” campaign on Veterans Day 2013 with help from American pop singer/songwriter Jason Derulo. The campaign encourages the public to visit USOmoments.org and “Take a Moment” to thank our troops and learn more about the challenges they and their families face, or “Give a Moment” by donating to the USO to help provide the resources that support our troops and their families at centers around the world.

QUOTES: *Attributed to Kellie Pickler:*

“The USO tours and programs I’ve been a part of have definitely been the highlight of my career, so I’m honored to join the USO in helping to raise awareness about the many precious moments that our troops and their families sacrifice due to their commitment and service to our country. *Every Moment Counts* is especially close to my heart because it not only recognizes their personal sacrifices, but gives Americans the opportunity to thank our troops with a special gift of a moment.”

NOTE: The “Every Moment Counts” campaign invites Americans to join the USO in honoring and creating moments that matter for our nation’s troops and their families – like this Kellie Pickler USO holiday tour to the Middle East. The campaign centers around the countless every day moments – from family dinners, date nights and the holidays to children’s births and bedtime stories – that our troops and their families miss and selflessly sacrifice due to their commitment and service to our country. To learn more visit USOmoments.org.

About the USO

The USO lifts the spirits of America’s troops and their families millions of times each year at hundreds of places worldwide. We provide a touch of home through centers at airports and military bases in the U.S. and abroad, top quality entertainment and innovative programs and services. We also provide critical support to those who need us most, including forward-deployed troops, military families, wounded warriors and families of the fallen. The USO is a private, non-profit organization, not a government agency. Our programs and services are made possible by the American people, support of our corporate partners and the dedication of our volunteers and staff.

In addition to individual donors and corporate sponsors, the USO is supported by President’s Circle Partners: American Airlines, AT&T, Clear Channel, The Coca-Cola Company, jcpenny, Jeep, Kangaroo Express, Kroger, Lowe’s, Northrop Grumman Corporation, Procter & Gamble, and TriWest Healthcare Alliance and Worldwide Strategic Partners: BAE Systems, The Boeing Company, Lockheed Martin, Microsoft Corporation and TKS Telepost Kabel-Service Kaiserslautern GmbH & Co. KG. We are also supported through the United Way and Combined Federal Campaign (CFC-11381). To join us in this patriotic mission, and to learn more about the USO, please visit uso.org.

About Kellie Pickler

*Kellie Pickler grew up immersed in country music in the small town of Albemarle, North Carolina with the words of Tammy Wynette, Patsy Cline, Loretta Lynn, and Dolly Parton shaping her musical footing. At the age of 19, she gained fame as a contestant on the fifth season of “American Idol.” In 2006, she signed with 19 Recordings/BNA Records and released her debut album, *Small Town Girl*, which has gone on to sell more than 900,000 copies worldwide and produce three hit singles: “Red High Heels,” “I Wonder,” and “Things That Never Cross a Man’s Mind.” She followed that in 2008 with her self-titled sophomore record, featuring country radio hits “Don’t You Know You’re Beautiful,” “Best Days of Your Life” (co-written with Taylor Swift and her first Top 10), and “Didn’t You Know How Much I Loved You.” Having established herself as not only a powerful vocalist but also a songwriter, Pickler released her third studio album, *100 Proof*, in 2011 to huge critical acclaim.*

The album was named the No. 1 Country Album of The Year by Rolling Stone and was listed on "Best of 2012" lists by Washington Post, Rhapsody, AOL's The Boot and more. In spring of 2013, Pickler partnered with dance coach Derek Hough and won the Mirror Ball Trophy on "Dancing with the Stars." In November 2013, Pickler released her new album, The Woman I Am, on her new label home, Black River Entertainment. The album, which has received strong critical acclaim, contains her current hit single "Little Bit Gypsy" as well as her first single, "Someone Somewhere Tonight." The video of that song (featuring Pickler and Hough) was nominated for an American Country Award for Music Video of the Year: Female. Pickler is also an avid supporter of the U.S. military, preparing to embark on her seventh USO Tour. For more information, please visit www.kelliepickler.com.

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