



JOHN EASON CONTACTS

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AIR FORCE VETERAN TURNED COUNTRY MUSIC ARTIST, JOHN EASON, SIGNS WITH DIANA DARR MEDIA FOR REPRESENTATION



PHOTOGRAPHER: KELSEY PAGE

NOVEMBER 17, 2020- **Houston, TX-** Musician, Veteran, and Aspiring Entrepreneur **John Eason**, joins the roster of Houston, TX-based **Diana Darr Media** for national representation. John has spent the better part of 2020 touring across the U.S. promoting his music and the growth of his barbeque sauce line, Renegade BBQ, which has expanded to 4 flavors; Renegade BBQ, Renegade Hot BBQ, Carolina BBQ, and Diablo BBQ. He also recently released a few pieces from his upcoming jewelry collection, which will officially launch in 2021. John hopes to use his ever-growing platform to raise awareness for PTSD, a cause that is close to his heart and stems from his time in the Air Force as a result of his five overseas tours.

Diana Darr Media, founded by Houston-based publicist and entrepreneur Diana Darr, brings years of experience in the entertainment world, representing numerous up-and-coming country music artists and service-based businesses across the U.S. since its inception in 2016. Diana has also served on the planning committee for several country music festivals and serves as an integral part of representing other musicians in partnerships with their management firms.

"After meeting John and getting to know his story, It was a natural fit for us to work together. We're both entrepreneurial-minded and focused on the bigger picture. I am very excited to represent him and introduce his musical talents and other business endeavors to the rest of the world. We're in this for the long-haul!"

- **Diana Darr, President/Owner-Diana Darr Media**

"When I'm looking for new folks to work with and new team members for this journey, I look for people that I feel are gonna be family. From the moment I spoke with Diana Darr Media, that's how I felt, and I can't wait to start working together!"

- **John Eason**

John is currently splitting his time between touring and recording his debut album, and his next single is set to be released in the spring.

UPCOMING TOUR DATES

NOV. 20 CLARKSVILLE, TN
NOV. 21 BLUE RIDGE, GA
NOV. 25 NASHVILLE, TN
NOV. 27 TUSCALOOSA, AL
NOV. 28 DOTHAN, AL

DEC. 3 RICHMOND, VA
DEC. 4 MADISON, NC
DEC. 5 NORTH CHARLESTON, NC
DEC. 11 LEBANON, TN
DEC. 12 ACWORTH, GA

DEC. 18 CLARKSVILLE, TN
DEC. 19 KNOXVILLE, TN
DEC. 20 VILLA RICA, GA
DEC. 31 COUNCE, TN

WWW.JOHNEASONMUSIC.COM/SHOWS

FOLLOW JOHN ON SOCIAL MEDIA: FACEBOOK- @JOHNEASONCOUNTRY | INSTAGRAM- @JOHNEASONMUSIC



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About John Eason

John is a small town Father, Veteran, and Gypsy brought up on gospel and country music. He was born in the small town of Minden, Louisiana, and grew up in Cotton Valley, raised on good manners, good food, and good music. Before venturing into the music industry, he pursued another passion of his as a chef. He attended culinary school and worked in the food industry, which led him to create his own BBQ sauce, Renegade BBQ, and opening his own bakery.

After losing the bakery in hurricane Katrina, John spent 8 years in the Air Force, where he did 5 overseas deployments. As a result, he has PTSD, which he draws inspiration from in his original music. One of his first releases, "Gun From My Hands," is about the invisible scars he carries from it. He hopes to use his platform to raise awareness for PTSD and help others who suffer from it.

When he decided it was time to move to Nashville and pursue his music career, he sold everything he owned and packed what was left in a \$750 pickup truck and hasn't looked back since. He pours out music from his soul in hopes it connects with the people who need it. Some folks call his music Country, some call it Outlaw Country, and some call it Southern Rock. He calls it real, and that's the kind of music he wants to make!

About Diana Darr Media

Diana Darr Media is a boutique publicity and design agency founded by Diana Marie Darr that supports independent country music artists and service-based businesses through earned media and strategic design. Diana began her career in PR, working with musicians & fashion designers in 2007. Since then, she has consistently been the youngest professional in the room and has held her own amongst many industry veterans. She was the youngest member of the team at the fashion publication, Denim Magazine, where she quickly worked her way up to its publicist within a few short months. For nearly 5 years, she served as the media relations coordinator for a children's non-profit organization. She was also on the Texas Best Music Fest planning committee, which hosted such acts as Josh Abbott Band, Cody Canada & The Departed, Mike & The Moonpies, Eddy Raven, and Larry Gatlin, to name a few. In addition to representing her own roster, she also serves as an integral part of several entertainment management firms providing publicity for their joint clients. Throughout her career, Diana has had the pleasure of working with many wonderful clients in various capacities and industries, including musicians Bill & Kim Nash, Moving Matter, Matt Dunn & The Runaways, and Hayden Baker, celebrity stylist J. Bolin, and practitioners Cindy Carroll, Allyn Evans, and Lenka Spiska, among many others. For more about the clients and industries we serve, visit www.dianadarr.com.

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