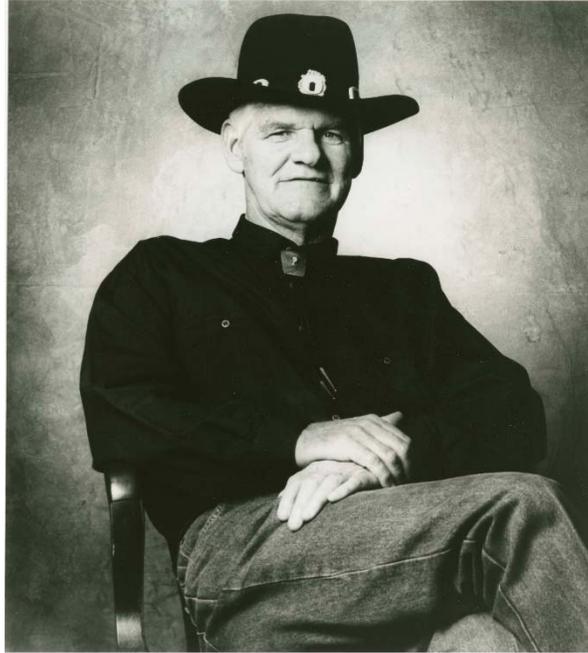


FOR IMMEDIATE RELEASE

HARLAN HOWARD'S "GET UP EARLY IN THE MORNING" FEATURED IN COORS LIGHT COMMERCIAL



[\(Click to download\)](#)

NASHVILLE, Tenn. (August 27, 2019) – The music of legendary songwriter, **Harlan Howard**, welcomes the morning with a feature in a new **Coors Light** commercial. Watch the [advertisement here](#). His song “**Get Up In The Morning**,” performed by Roger Miller, creates a light-hearted, fun atmosphere, defining Coors Light as the “Official Beer of Saturday Mornings.”

“I discovered this absolute gem of a song while searching for music incessantly on an actual Saturday Morning, which is the title of the spot ironically. This story of two groggy friends needed something very clever and peppy to embody their slow-rising excitement for watching a big game. Harlan Howard’s total wit and Roger Miller’s charm not only became the best song possible for this story, but also one of my new personal favorite songs – I can’t get it out of my head, and I’m not mad about that,” said **Chris Clark**, Music Supervisor for Leo Burnett Agency.

“I’m pretty sure the band of country-misfits have gathered ‘round for a heavenly guitar pull. They are toasting Harlan Howard’s good fortune for the use of his song, ‘Get Up Early In The Morning’ in the new Coors Light advertising campaign. Roger Miller’s version is ear candy! It was a pleasure getting to work with the creative genius that is Leo Burnett Agency, and specifically, Chris Clark for his brilliant song casting,” said **Melanie Smith-Howard**.

Harlan Howard has penned over 4,000 songs, including iconic hits like “I Fall To Pieces,” “Tiger By The Tail,” “Heartaches By The Numbers” and “Streets of Baltimore,” just to name a few. This success landed him induction into the Country Music Hall of Fame, the Songwriters Hall of Fame and the Nashville Songwriters Hall of Fame.

The life's work of Harlan lives on with his wife, Melanie Smith-Howard, and their publishing companies, Harlan Howard Songs, Melanie Howard Music and Legacy of Harlan Perry Howard. They have represented groundbreaking songwriters such as Jackson Leap, Rory Lee Feek, Lori McKenna, Jimmy Melton and many more. Learn more about the career of Harlan Howard as well as publishing endeavors at his website harlanhoward.com.

About Harlan Howard

Born in Detroit, **Harlan Howard** was raised on Michigan farms in the years following the Great Depression. Howard started writing country songs around the age of 12, and decided to move to Los Angeles in 1955 to pursue his songwriting dream. His first hit came in 1959, when Charlie Walker recorded "Pick Me Up On Your Way Down," and Ray Price and Guy Mitchell put "Heartaches By the Number" on top of both the Country and Pop charts. Harlan moved to Nashville in 1960 and his career exploded. Harlan had as many as 15 songs on the Country Top 40 at one time - an amazing feat that has yet to be equaled. In 1994, Harlan Howard co-wrote the BMI Most Performed Song, "Blame It On Your Heart" by Patty Loveless. Harlan Howard was inducted into the Nashville Songwriters Hall of Fame in 1973 and, in 1997 he entered the Pop Songwriters Hall of Fame, as well as the Country Music Hall of Fame.

About Harlan Howard Songs Inc.

After Harlan Howard's "last" marriage to Melanie Smith, the duo started a publishing company aptly named Harlan Howard Songs securing cuts with Collin Raye, George Strait, Conway Twitty, Hank Jr, Martina McBride, and Crystal Gayle just to name a few. Shortly after, Melanie Howard Music, Inc. was created, representing songwriters Rory Lee Feek and Jimmy Melton. After Harlan's death in 2002, Melanie signed Lori McKenna and worked with Mary Gauthier. Lori McKenna secured numerous cuts by Faith Hill and Tim McGraw as well as Mandy Moore, Heidi Newfield, Sara Evans, Mindy Smith and Ashley Monroe to name a few. Currently the focus of the publishing company is the launch of Heidi Raye's musical career both as a singer and a songwriter and the recapturing of Harlan Howard songs from various publishers.

harlanhoward.com

Media Contact:

Zach Farnum | zach@117group.com | 615-997-0100