

Candy Coburn Full Biography

Candy Coburn has been a touring, national recording singer-songwriter artist and worship leader for over 2 decades, playing thousands of live events across the country on some of the most respected stages in America. Candy loves being based in Austin, Texas, home to being the live music capitol of the world.

She has been a trailblazer in her field as an indie, touring singer-songwriter opening doors for women in the live music arena. Candy was signed (as one of the first country rock females) by the Anheuser-Busch Corporation with a tour sponsorship. As a creative entrepreneur, Candy has since had many major corporate partnerships, designed musical products for manufacturing, founded a creative give back 501c3 nonprofit, and was even invited to speak as an adjunct professor on entertainment business at major colleges.

She has written, co-produced and brought to market a total of 7 albums. Her small indie record label (named after her grandmother who taught her to sing,) Loma Jean Records and her catalog of hundreds of original songs are all owned by her own publishing companies, Candy Productions Publishing (ASCAP)/Candy Works Publishing (BMI).

She has worked with the very best people in the country, played on some of the best stages with the biggest names coast to coast, had national singles on the Music Row charts, played over 150 shows a year, and toured in over 35 states. Candy is also honored to have co-written a song called "Pink Warrior" that became the official anthem for Susan G. Komen for the Cure (dedicating all profits going to breast cancer research) which also led to working as a Celebrity Ambassador for Susan G. Komen for the Cure.

Candy's unique sound is sweet blend of her solid foundation of sweet Kentucky gospel roots and some Texas grit soulfully infused into her truly southern rock heart.

Decades of touring has given her the honor of sharing some gigantic stages with wildly talented artists like the Marshall Tucker Band, Zac Brown Band, Blake Shelton, Eric Church, Luke Bryan and many more.

Candy formed Candy Productions LLC which has been the umbrella company with several different entities. Candy has been the owner and CEO and has worn many hats as a small business owner. Through Candy Productions LLC, she has; employed 6 full-time employees, performed an average of more than 100 shows per year, and been responsible for the development of a small indie label, booking, media, radio promotion, and publishing company. In addition, Candy is a songwriter, a spokesperson, a speaker, a teacher, and artists' coach. She has been contracted to work for some of the largest corporations in the country and has served as an ambassador and spokesperson for many of them. She has learned from the school of "trial and error" that nothing is impossible if you work hard with a good attitude.

Candy has performed on *Fox & Friends*, has been on covers of magazines, has been featured in the *Wall Street Journal*, *USA Weekend*, and has managed to grow an indie music business on her own. She applies this work ethic to every endeavor she commits to start. When she sees a problem, Candy learns how to troubleshoot it from someone more knowledgeable—and with enthusiasm and a “never take no for an answer” philosophy, she gets it done.

“Rarely, do you meet someone who, as a gifted and accomplished entertainer, also possesses a high level of business savvy. Candy is an Artist who understands that what happens ‘off stage and behind the scenes’ is probably more important than what happens ‘on stage’ in front of a crowd of fans. Common sense and artistic ability rarely cross paths...but in Candy’s case, she stands solidly in that intersection.”—**Paul Moore, William Morris Entertainment, Nashville**

Candy had a national corporate tour sponsorship for 5 years in a row as one of the only females on the True Music Series by the St. Louis based Anheuser-Busch Corporation. The national restaurant chain, Texas Roadhouse, also partnered with Candy as a corporate tour sponsor. Candy’s singles are featured on Texas Roadhouse Jukeboxes across the country.

Sharing Candy’s passion for our service men and women, both sponsors brought appreciation events to bases and recognized the military for all tour stops.

Candy has also been proud to be recognized by her alma mater, University of Missouri, as a Celebrity Alum in their orientation “Welcome Program” for incoming Freshman classes.

“Budweiser has had the honor of sponsoring Candy Coburn for the past 5 years. During that incredible partnership, Candy has been an incredible marketing asset. She brings exceptional energy and passion to the stage every night and is a great ambassador for the Budweiser brand.”—**Darryl Edwards, Director Geographic Marketing, Anheuser-Busch, InBev–St. Louis, MO**

“Candy is not only a great person, but she is also an awesome performer and a great brand ambassador for Texas Roadhouse. She truly embodies our core values of Passion, Partnership, Integrity, and Fun.” -**Travis Doster, Director of Public Relations, TEXAS ROADHOUSE Restaurant Group, Inc., Louisville, KY**

“Candy Coburn is a force of nature and an absolute joy to know. She is a high energy, positive, outgoing, determined, and professional young woman. Her spirit is contagious, which is why she has built such a strong fan base over the

years...Candy showed professionalism to its finest... I respect her as a businessperson. She is always ready to work hard and is kind and generous to everyone she encounters.” –Hala Modellmog--President Arby’s Restaurant Group, Inc. –Atlanta, GA

After decades being a full-time, singer-songwriter and a touring artist enjoying the chance to play all types of music, all over the world she now loves being able to easily fly out from Austin for events.

Currently, she has the great privilege to lead worship, be a guest artist for churches and women’s conferences as well as still play live shows at amazing music venues around the country. She considers it a privilege when she can help handcraft unique live events with event planning committees/organizations. The skillset she brings from her diverse touring experience, allows her to comfort fit her performance so it will best support the vision, purpose, and budget for each unique event.

You can find her find playing an event out on the road, leading worship weekly in Austin, teaching/speaking, encouraging women of all ages, and always.... trying to “make things better than she found the

PR / MEDIA / TV / RADIO HIGHLIGHTS

Candy has been on over 2000 radio stations nationwide, as well as over 100 television affiliates.

- FOX & Friends, NYC–Candy appeared on the #1 Morning show, *Fox & Friends*. She was interviewed about her work in the fight against breast cancer and performed two songs during the morning segment.
- Candy acted as a Celebrity Ambassador in all areas of media for Susan G. Komen for the Cure. To see samples of TV Interviews, visit the Video page on CandyCoburn.com.

While serving as an Ambassador for Komen for the Cure, Candy

- did more than 50 interviews
- attended events at Vice-President Biden’s home.
- appeared for
 - Global Race for the Cure at the Washington DC Memorial Mall with over 50,000 in attendance
 - Charlotte Motor Speedway with over 115,000 in attendance
 - The Oaks at Churchill Downs with over 118,000 in attendance
 - The Dollar General 300 with over 100,000 in attendance),

- Over 42 events connected to the 15 city tour from coast to coast for the entire 3-Day Walk for the Cure 2010-11 to help raise money for breast cancer research.
- was honored when her song, “Pink Warrior,” was used for a Nationwide TV Commercial for the Komen 3-Day Walk for the Cure
- Candy continues to do many events as a special guest, sharing her motivational message and song for various charities in addition to individual Komen affiliates.
- Wall Street Journal—Candy was interviewed and featured in an article regarding being an independent artist and small music business owner.
- Candy was one of the contributors in Indy-Car star Sarah Fisher’s new book *99 Things Women Wish They Knew Before Getting Behind the Wheel of Their Dream Job*.
- Planet Smoothie Commercial Video—Candy hosted the grand opening of the Atlanta-based store and did a commercial for the opening.
- Massage Envy—Candy did a voice over commercial for the entire massage chain to promote their Breast Cancer Awareness Month promotion.
- Anheuser-Busch—Candy has been a brand ambassador for Budweiser and helped promote the brand on all forms of media. She has also been featured in ads as one of the faces of the True Music Series.
- Carvin Guitars—Candy has been endorsed by Carvin Guitars. She is featured on their site and print materials as a sponsored artist.
- Candy has performed and entertained at many major corporate events (including but not limited to
 - California Pizza Kitchen, Los Angeles, CA
 - Arby’s Restaurants Inc., Atlanta, GA
 - Anheuser-Busch InBev, St. Louis, MO
 - Massage Envy
 - Planet Smoothie, Atlanta, GA
 - Dollar General 300, Lowes Motor Speedway, Charlotte, NC
 - Papa John’s Pizza, Louisville, KY
 - GIE Expo, Louisville, KY
 - Charlotte Diesel Super Show, zMax Dragway in Concord, N.C.
 - National Firefighters Association, Indianapolis, IN
 - US Air Force, Daytona, FL
 - US Air Force Academy in Colorado Springs, CO
 - US Army in Ft. Leonard Wood, MO)

- Texas Rangers Baseball, Arlington, TX
- Dallas Stars Hockey, Dallas, TX
- Ben E. Keith Corporation, Dallas, TX
- Magazine Covers
 - LO Profile-
 - 417 Magazine
 - e-Mosaics MU College of Arts and Sciences Magazine
 - Erie Life

MORE TESTIMONIALS

“I have been lucky in my years of owning and managing several businesses, have worked with great leaders and business people, but I have never worked with anyone that has more passion, drive, real savvy than Candy Coburn. Candy is a great leader and business person that sees the big picture but can focus on the smallest detail. Always 150% positive, always on top of her game in every aspect. Wall Street Journal in a story featured the unique arrangement that she established with the restaurant chain “Texas Roadhouse”. Always a winner!!”—**David Snowden, President, Triangle Talent, Inc.-Louisville, KY**

“Candy Coburn was an absolute delight to have speak at our conference! The audience easily related to her message and her journey of faith. Her enthusiasm and transparency drew women in immediately. Candy is passionate about her music and her message. Her attention to detail and her desire to meet the audience’s expectation make her an event planner’s dream speaker.”

- Melody Parry, Event Planner, Columbia Christian Women’s Conference - Columbia,MO (Candy was a speaker and worship leader for this conference)

“Candy is a consummate professional and possesses a wealth of creative wisdom and experience. Having worked alongside Candy at several different conferences and worship events, Candy brings a disarming professionalism, buys in 1000% to the event’s vision and transforms the attendee’s experience immediately. I HIGHLY recommend partnering and utilizing Candy’s experience and talent whenever possible.”

-Erin Turnley- Coordinator of IF Gathering:Citywide Women’s Conference, She Gathers Women’s Ministry- Austin, TX (Candy was a speaker and worship leader for this conference)

“Candy is the ‘real deal’!! Her passion for music/songwriting is contagious. She is a positive force to young aspiring artists entering the industry.”

“Candy has a wealth of knowledge and experience in the music industry.”

“Her rich career as a singer/songwriter in the music industry makes her an invaluable asset for new artists entering the business.”

"Thank you, Candy, for mentoring our students in the 'business of the business'. She invests in students to bring out their unique gifts."

"Candy has a beautiful spirit and exudes everything that is good in the industry."

-Pamela Smith-Professor of Voice Conservatory of Performing Arts Stephens College

(Candy was a seasonal adjunct professor for Stephens College teaching her Applied Music Entrepreneur Course.)

"On August 28, 2023, in the City of Austin we came together as one community to celebrate the 60th anniversary of Martin Luther King Jr's "I Have a Dream" speech. As we marched from the steps of the Capital to Waterloo Greenway Park, I could hear the praise and worship music playing. The song "I Thank God" that Candy was singing, spoke to the Lord, saying Thank You, for bring us together as your children. We are all One in the name of Jesus...."

Thank you, Candy, for your praise and worship, it is so authentic. You are truly a blessing. "

-Kim Patton; Life Anew Restorative Justice- Executive Director-Austin,TX

(Candy coordinated team & lead worship for this citywide Austin event at the Moody Ampitheater in Austin, Tx)

"Candy Coburn is an amazing human and fierce advocate for children from hard places. The nonprofit Big Love UBU she founded, coordinated an event that benefited Angelheart Kids and their normalcy activities, including summer camps, activity fees for extracurricular activities and even down payments for vehicles for youth in foster care. She has a huge heart to serve others and her energy and passion is truly contagious. We adore working with Candy and are grateful for the ongoing partnership with her over the years. "

-Meghann Oldis-Exec Director/LCPAA- Angelheart Adoptions-Round Rock, TX

(As Founder and CEO of Big Love UBU nonprofit she organized, promoted, and also performed at a musical festival event to benefit foster care in central Tx)

"IF YOU HAVE NOT SEEN CANDY COBURN IN PERSON, YOU HAVE MISSED SEEING A TOTAL ENERGY PERFORMANCE BY A LADY WHO GIVES 110% EVERY TIME SHE WALKS ON A STAGE.....IT MIGHT BE AT THE HUGE KENTUCKY STATE FAIR, OR AT SOME FAITH CONVENTION.....CANDY IS THE SAME, NO MATTER WHERE SHE IS PLAYING.....HER GOD-GIVEN TALENT IS ALWAYS ON DISPLAY AND SHE SHARES IT IN EVERY DAY LIFE AS WELL AS ON EVERY SHOW WHERE SHE PERFORMS....."

CHECK OUT CANDY!!!!!"

-DUANE ALLEN-OAK RIDGE BOYS

"The world is a much better place because of Candy. She places us all in great spots in our next life."

-Doug Gray- Marshall Tucker Band

(Candy played many shows with these artists.)

“One of the many things that made working with Candy such a pleasure was the fact that she realized from the beginning that she was a business, and she was the CEO. A music career is an entrepreneurial venture with all the associated risks and rewards. Candy realized that and was able to manage her career more effectively because of that awareness. Fans gravitate to artists who put energy and passion into their performances. All of Candy's shows were an experience, not just an event. She rocked every time she got before an audience.”

—Llew Haden, Wales Business Management-Atlanta, GA

OTHER “CANDY BRAND” SIDE PROJECTS

Candy continues to expand and develop Candy Productions LLC. This is the umbrella company of all that now is referred to as the “Candy Brand.” If you peruse this site, you can see she is an entrepreneur whose skill set has allowed her to create and thrive in many different areas. Here are some past projects....

Big Love UBU Nonprofit Founder

In 2017 Candy started wondering how she could promote God’s love, unity and generosity while also better serving our underserved areas. With the support and encouragement of some of Austin’s finest fellow dreamers and believers, within a few months she founded the nonprofit known today as “Big Love UBU.” It gives me the chance to work with an incredible team of volunteers, amazing, diverse artists, and other nonprofits of purpose. Be a part of this sweet dream team making a difference through the Arts! Together her team created unique live, multi-art events to promote God’s love, unity and generosity by helping to raise funds/resources for other nonprofits.

This organization provided 6 mini music festivals in the greater Austin region. Each event included over 30 local artists of all kinds. Each even raised funds and awareness for other non-profits in central Texas and beyond. This organization was able to give financial support to: Austin Disaster Relief Network, Survive2Thrive, Angelheart Adoptions (Central Texas Foster Care), & Bella Eden Ministry. Over 200 local volunteers were involved with this special non-profit.

SOULful INSPIRation Music Project of Austin

Candy has always had a heart for at-risk kids. She began working with at-risk teens at a facility in Springfield, Missouri called, The Rare Breed. When she moved to Austin, in 2017 she founded program called the SOULful INSPIRation Music/Arts Project, creating a safe place for expression through meditative, creative arts. This program would help at risk teens learn the craft of songwriting and how to express their challenges through song. After the student would finish songs, they could then perform the song at a live performance event with an audience. This program served facilities such as Settlement Home for Girls, Austin Children’s Shelter and LIfeworks.

GIG ARMOR CASE COMPANY – Candy introduced her brand-new company at Summer NAMM 2014 in Nashville, Tennessee. This All-In-One guitar case created with the needs of professional musicians in mind will revolutionize the way artists gig by consolidating the tools of their trade into one multipurpose product. Candy is currently working on manufacturing and companies to partner for this endeavor. Although one of the country's largest guitar manufacturers planned to license the project, it has yet to make it to market. Candy still holds all IP ownership for the design— for more info please reach out via the contact page.