



## GRAMMY-Winning Blues Singer/Songwriter and Guitarist Keb' Mo' Returns to the Florida Theatre on January 19, 2021

**Jacksonville, Fla. (June 22, 2020)** – The Florida Theatre is pleased to welcome GRAMMY-winning blues singer/songwriter and guitarist Keb' Mo' on Tuesday, January 19, 2021.

Keb' Mo's first, self-titled release under his coined **Keb' Mo'** moniker reached its quarter century milestone in 2019. Over the course of those 25 years and 14 albums, Keb' has proven that he's a musical force that defies typical genre labels. He has garnered 5 GRAMMY awards, most recently winning the 2020 Best Americana Album for his album, *Oklahoma*. He has also been awarded 14 Blues Foundation awards and six BMI awards for his work in television and film.

Over the past two decades, Keb' has cultivated a reputation as a modern master of American roots music through the understated excellence of his live and studio performances. Artists who have recorded his songs include B.B. King, Buddy Guy, the Dixie Chicks, Joe Cocker, Robert Palmer, Tom Jones, Melissa Manchester, Solomon Burke and the Zac Brown Band to name a few. Keb's list of artist collaborations includes Bonnie Raitt, Taj Mahal, Vince Gill, Amy Grant, Jackson Browne, Natalie Cole, Lyle Lovett, India Arie, James Cotton, Bobby Rush, Timothy B. Schmit, Marcus Miller and many more.

His guitar playing has garnered him two invites to Eric Clapton's acclaimed Crossroads Festival and has inspired leading instrument makers, Gibson Brands, to issue the Keb' Mo' Signature Bluesmaster and Bluesmaster Royale acoustic guitars and Martin Guitars to issue the HD-28KM Keb' Mo' Limited Edition Signature model.

This new, in-theatre show announcement follows Keb' Mo's successful livestream performance, "The Keb' Mo' Home Show," which took place on June 19, 2021 and was a fundraising event to help the historic, nonprofit Florida Theatre during its closure due to the COVID-19 pandemic. Keb' Mo' previously performed at the Florida Theatre on October 18, 2016.

**The historic, nonprofit Florida Theatre is sponsored by Community First Credit Union. For a complete list of upcoming events or to buy tickets visit the Theatre's official website, [floridatheatre.com](http://floridatheatre.com).**

**EVENT:** Keb' Mo'  
**DATE:** Tuesday, January 19, 2021  
**TIME:** 8:00 p.m.  
**TICKET PRICE:** \$29.50 - \$50.00  
**MEMBER PRESALE:** Monday, June 22, 2020 at 10 a.m.  
**E-CLUB PRESALE:** Thursday, June 25, 2020 at 9 a.m.  
**PUBLIC ON SALE:** Friday, June 26, 2020 at 10 a.m.  
**WEBSITES:** [www.kebmo.com](http://www.kebmo.com); [www.floridatheatre.com](http://www.floridatheatre.com)  
**MEDIA CONTACT:** Jake Brown, Director of Marketing  
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