

Matt McClure

About:

Matt McClure is a singer-songwriter from Western Kentucky whose path to success is grounded in resilience, authenticity, and a deep devotion to family. A decade ago, with little more than a dream and a guitar, he moved to Nashville in pursuit of a music career—determined to build a life that balanced his creative passion with his responsibilities as a husband and father. To provide stability for his family, Matt took on multiple jobs, eventually finding steady work as a tour bus driver for All Access Coach, transporting some of music’s biggest names across the U.S. and Canada.

But while Matt’s career behind the scenes in the industry flourished, the songs in his heart never left. In 2024, his long-held dream began to unfold with the release of *“The Shore”*—a raw, emotional track about breaking free from a toxic relationship. The song quickly went viral across social media, striking a powerful chord with listeners worldwide. Its success catapulted Matt into the spotlight, earning him a dedicated fanbase drawn to his unfiltered lyrics and emotional honesty.

Following *“The Shore,”* Matt released six more singles—*“Nosebleed,” “I Met a Man,” “Lead Me On,” “The Game,” “The Lion,”* and *“Clock on the Wall.”* Each release expanded his reach, growing his social media following to over 600,000 and racking up millions of shares and streams. But for Matt, the numbers are secondary. What matters most are the messages—thousands of them, arriving daily—telling him how his music has inspired hope, sparked healing, and in many cases, saved lives.

“My inbox is filled with stories from people who were ready to give up until they heard one of my songs,” McClure says. “Now, they’re getting help. They’re choosing to stay.”

His songs explore real, often painful experiences—from domestic abuse and mental health struggles to the fentanyl epidemic—offering not just music, but a sense of connection. His online community has become what he calls a “healing hub,” a safe space where people feel seen, heard, and supported. Therapists across the globe are even incorporating his music into sessions, reporting emotional breakthroughs in patients who finally feel understood.

“People just want to feel heard,” Matt says. “I’m proud we’ve built a space that offers that—plus some guidance, inspiration, and really good music.”

Writing every song himself, Matt believes deeply in the transformative power of storytelling through music. “Music is one of the great connectors of the world,” he says. “It brings people together. It heals. That’s why I do this.”