

# Forbes

## Entrepreneur-At-Heart Kip Moore Prioritizes Helping Others Amid Skyrocketing Music Career



*Kip Moore. Courtesy Universal Music Group Nashville.*

“I’ve got a lot of ideas in my head and on my heart,” country star Kip Moore says on a couch in Nashville’s Omni Hotel during this year’s Country Radio Seminar event. Passersby might assume the songwriter, who has platinum and multi-platinum hit singles to his credit, is talking about song ideas. Instead, the 35-year-old Georgia native is talking about his philanthropic activities, which he masterfully juggles with as many as 150 concert dates a year.

Last June Moore announced his Comeback Kid Skatepark Project, which has already built skateparks in four inner-city communities across the country. “I’m basically trying to put up these really nice skateparks and give not only the community but the kids a sense of pride,” Moore says. “I want to give them a place where they can go that they’re safe. And I realize that it might not change many lives, but if I put up 100 parks and that only changes two kids’ lives, then it will be worth the whole thing.”

The skatepark project is named for Moore’s song, “Comeback Kid.” Although he wrote it about his own career, the song has taken on a much larger meaning with Moore’s philanthropic programs. “I feel like I’ve always had to scrap and claw every single inch that I’ve gotten on this earth. So, I really relate to the scrappiness of these kids,” he says.

For Moore, music is part of a much larger picture. “The bigger the career goes, the more of a platform I’m going to have to make a difference,” he explains. “I want to be successful [at music] in my own right, because I care about what I do, but at the same

time I realize that the more successful this thing is, the more money I'll have to give and the more people I'm going to be able to reach."

Moore's reach has grown significantly since his breakthrough single, "Somethin' 'Bout A Truck," went double platinum in 2011. "I'm To Blame," the lead single from Moore's sophomore album *Wild Ones*, cracked the Top 20 at country radio and gave fans one of the most entertaining music videos of the year. "Running For You," the album's second single hailed as "a career song from the album" by Billboard, seems poised to go even higher: it was the most-added song at country radio when it was released late last year.

Although Moore will be busy this year between a second, sold-out leg of his headlining Wild Ones Tour, shows across the UK and Australia, and a special-guest slot on [Miranda Lambert's](#) Keeper Of The Flame Tour this summer, he'll still be making time for his charitable initiatives. In fact, he's about to launch a second project. "I'm starting to work on a way to help make organic juices available to kids in low-income areas. I'm getting together with different organizations now to get that going," he says.

Moore's focus on lower-income areas is a direct result of his childhood. "I came from a family of six, and my dad definitely didn't make a lot of money. We were never one of those families that had a lot, but we never went to bed without food or those sorts of things," he says. "I always admired my dad so much, watching him give back to people who had less, and take care of everyone around him. He always looked out for people who were struggling."

"I think we can be so quick to judge kids that are bad, saying they're this or that, that they're hoodlums or bad seeds, but we're not understanding what they're facing every single day. We're not understanding the struggle they're facing," he says. "Not only could they be facing violence in their homes, but the only meals they get are at school. Some might be going to bed hungry. And those meals at school don't have much in them anyway. So, with the juices, I just want to help put something in kids' systems that's of nutritional value," he says.

The country star hopes his give-backs won't stop there, either. "I've got a lot of different ideas," he says. "I feel like I've been put where I'm at for a reason, and there are more important things for me to do in my lifetime. I want to build an entire sports complex that has tennis, golf, hockey, football, baseball, everything in an area where they would have never dreamed of having something like that. It will give [kids] all a place to go after school that's safe. There's a lot of things I want to do."

Knowing that each number-one and sold-out show are driving Moore's charitable initiatives makes it impossible not to pull for him to succeed. But still, one wonders how he finds time to do it all. "I stay pretty busy," he says of balancing the philanthropic endeavors with his exploding music career. "It's tough, but I want to make sure I do as much as I can with the time allotted while I'm here."