

(8.11.17) <http://www.billboard.com/articles/columns/country/7898009/kip-moore-the-bull-video>

Kip Moore Parties His Worries Away in 'The Bull' Video: Watch



The singer also announced fall tour dates Friday (Aug. 11).

As Kip Moore preps to release his third studio album, *Slowheart*, on Sept. 8, he first wants to acknowledge the ups and downs he's experienced on his way to success. Doing so with an epic lyrical metaphor in his new song "The Bull," Moore also had a hell of a time making the wild video for the track, premiering today (Aug. 11) on Billboard.

"It was the most fun I've had shooting a video so far in my career," the country hitmaker tells Billboard. The clip starts out with Moore playing guitar to an uninterested crowd, ditching them for some booze and guitar-bashing before crashing on his bed -- and eventually being transported to a raging party.

Initially hesitant to join in the fun, Moore gets a pep talk and ends up being at the center of the dance floor after the song's bridge (which, likely by no coincidence, repeats a feisty line "Sure feel good to laugh when I look back and flip the bull the bird") and dances the night away until the video's end. Moore explained to Billboard how the visual's zero-to-hero concept actually arose from feeling a little lost in life.

"We wanted to capture the feeling of losing your way along the journey and then with a little help, finding your way back to the purity of the reason you ever began the journey," he says. "It's easy to get distracted and lose faith at times...this song and video is about regaining that belief in yourself." Check out the video below:



"The Bull" marks Moore's first-ever recording that he didn't have any part in writing himself, as the song was written by songwriter Luke Dick, with whom the singer has formed a friendship amidst co-writing together (Dick had a hand in penning Moore's Wild Ones tracks "Magic" and "That's Alright With Me"). When Dick approached Moore with "a song he thought I might dig," Moore knew it was time to break his streak of no outside tracks.

"I was pretty quickly sucked in to the feel of this song and the message behind it," Moore recalls. "I feel I've taken several of life's punches over the years, and it's what you do when that happens that will shape the person you become. This song was me and that's why it's the first outside song I've ever recorded."

With a brilliant bucking-bull metaphor and energetic video to match, one would think Moore is ready to give a real bull the bird in a ring -- but Moore may tell you otherwise. "I'm not brave enough for that," he laughs.

Along with releasing his new video, Moore announced a fall tour with Jordan Davis and Drake White. Check out the Plead the Fifth tour dates below.

- Oct. 19 -- Bowling Green, OH
- Oct. 20 -- Elkhart, IN
- Oct. 21 -- Niagara Falls, ON
- Oct. 26 -- Pittsburgh, PA
- Oct. 27 -- Grand Rapids, MI
- Nov. 2 -- Madison, WI
- Nov. 3 -- Indianapolis, IN
- Nov. 4 -- Detroit, MI
- Nov. 15 -- Clive, IA
- Nov. 16 -- Wichita, KS
- Nov. 17 -- Austin, TX
- Nov. 18 -- Fort Worth, TX
- Nov. 30 -- Norfolk, VA
- Dec. 1 -- Northfield, OH
- Dec. 2 -- Columbus, OH