

Buffalo Traffic Jam

Pictures of You

Buffalo Traffic Jam is a folk band born in the heart of Bozeman, Montana, where its members, Frankie Cassidy and Nathan Ross, first crossed paths as students at Montana State University. United by a love for storytelling and the raw beauty of acoustic sound, they began crafting music that evokes wide-open landscapes and the emotions that live quietly beneath the surface of everyday life. The result was a self-titled debut EP followed by singles “Rescue Me” and “Forgot Your Roots,” the latter of which sparked their first wave of online momentum and set the stage for rapid growth.

2025’s *Take Me Home* EP marked a defining moment in the band’s evolution—expanding their sound while staying rooted in the heartfelt lyricism and raw instrumentation that first drew listeners in. Exploring themes of resilience, nostalgia, and self-discovery, the project has since seen the band amass over 240 million streams worldwide, with standout track “Fool’s Gold” earning over 93 million streams. The track earned them their first entry on the *Billboard* charts, and the title of *Billboard*’s March 2026 Chartbreaker, the same month they made their national television debut on *CBS Saturday Morning*.



photo courtesy of Buffalo Traffic Jam

Despite forming less than two years ago, Buffalo Traffic Jam carries the presence of a much more seasoned act. Anchored by Frankie’s voice, their music delivers a raw, lived-in emotional weight that resonates deeply with audiences. In that short time, they’ve sold out their first-ever headlining tour in minutes, surpassed 4 million monthly Spotify listeners, and earned recognition from outlets like *Rolling Stone*, *Holler Country*, *Country Central*, *Lowkey Country*, *American Songwriter*, *Ones to Watch*, and more. Last year, the band made their festival debuts at Under the Big Sky and Redwest Fest and

toured alongside Dylan Gossett, Bayker Blankenship, and Allen Stone, bringing their sound to stages across the country. From dorm room jam sessions to packed venues nationwide, Buffalo Traffic Jam has stayed true to their roots while building undeniable momentum.

On the heels of that rise, the band is set to release their debut full-length album, *Pictures of You*, on July 31st - a raw and vulnerable portrait of growing older that captures the space between nostalgia and hope for what lies ahead, which is sure to be another career-defining year for the Bozeman boys.

For more information, please contact Asha Goodman, Catherine Snead, Adrienne Harper or Carla Sacks at Sacks & Co., 212.741.1000, asha.goodman@sacksco.com, catherine.snead@sacksco.com, adrienne.harper@sacksco.com or carla@sacksco.com.