



Coach Burns pictured with wife, Chelsea, and children Norah and Nolan

FOR IMMEDIATE RELEASE

Mercer County High School Announces Travis Burns as Head Football Coach

HARRODSBURG, Ky. — Mercer County High School has officially named Travis Burns as the new head coach of the Titans football program, ushering in a new era focused on discipline, player development, championship culture, and community pride.

Burns brings an impressive résumé to Mercer County. He most recently served as head coach at Pulaski County High School, where his teams compiled a 20-8 record over two seasons. This past season, he guided the Maroons to a 5A State Runner-Up finish. Before becoming the head coach at Pulaski, Burns served as the special teams and defensive coordinator at Boyle County High School, where he won five state championships.

Widely respected across Kentucky high school football circles for his leadership, defensive expertise, and relationship-driven coaching philosophy, Burns said the opportunity to lead

Mercer County stood out because of the commitment shown by both the administration and community.

“What made me so excited about this opportunity was the commitment I saw from the community and administration to get Mercer County football back on track,” Burns said. “After the growing pains and learning process, the sky is the limit for the Titans.”

Known for emphasizing energy, toughness, and adaptability, Burns described the identity fans can expect from the Titans on both sides of the football.

“What you will see is a fast, physical attacking style on both sides of the ball,” Burns said. “At the end of the day, whatever the scheme, it better fit the players because they are who matter the most.”

Burns credits much of his development to the elite coaches and mentors he worked alongside during his time at Boyle County, where he learned lessons in passion, organization, accountability, and relationship building.

“I got a doctorate degree in coaching because of my time working at Boyle County with some legends in high school football,” Burns said. “It propelled and prepared me to take over as a Head Coach.”

A strong believer in continual growth and learning, Burns also emphasized the importance of creating a developmental pipeline throughout Mercer County football, including youth and middle school programs.

“Vertical alignment within a program is of the utmost importance for program health and success,” Burns said. “The lower levels should be strictly about development and getting players ready to compete at the high school level.”

Burns plans to continue building a culture centered on accountability, teamwork, and process-oriented success — a philosophy he believes is essential to sustained excellence.

“We should focus on what it takes to win instead of focusing on winning,” Burns said. “The scoreboard will take care of itself when players focus on the little things every day.”

Beyond football, Burns stressed the importance of family and balance, noting that being a husband and father remains a top priority while leading the Titans program.

Mercer County leadership expressed excitement about the future of Titans football under Burns’ direction and his vision for developing student-athletes both on and off the field.

With a focus on toughness, unity, and championship-level habits, the Titans are preparing to begin a new chapter under one of Kentucky’s rising football coaches.