



SECRETLY CANADIAN

HERE WE GO MAGIC

HOW DO I KNOW b/w MY PLATE'S ON FIRE

HERE WE GO MAGIC HOW DO I KNOW



How Do I Know
My Plate's On Fire

CATALOG #: SC269
RELEASE DATE: MAY 22, 2012
FORMAT: 7"/DIGITAL
BOX LOT: 50
GENRE: ALTERNATIVE/INDIE ROCK
KEY MARKETS: NEW YORK, LOS ANGELES,
CHICAGO, BOSTON, PHILADELPHIA, AUSTIN,
PHOENIX, SAN FRANCISCO, SEATTLE,
PORTLAND, INDIANAPOLIS, NEW ORLEANS,
SALT LAKE CITY

NOT EXPORTABLE
VINYL NOT RETURNABLE

Here We Go Magic spent the better part of 2011 putting together *A Different Ship* with producer Nigel Godrich (Radiohead, U2). The resulting album is sunny and spacious, with "How Do I Know" as its molten core. With its instantly hummable refrain, the song builds layer by layer from a simple guitar-vocals-drums combo into a swirling symphony of glorious noise.

The disc is backed with "My Plate's on Fire"—an outtake from the band's recording sessions with Godrich. The fuzzy drone creeps steadily along under singer Luke Temple's falsetto and demonstrates the range of this remarkable band.

"...in the heady pulse of standouts like 'How Do I Know' or 'Hard to Be Close,' you can get a much clearer understanding for why a Here We Go Magic live experience was and is potent enough to send guys like Yorke and Godrich into early morning spasms. Their many gifts are on full display here, in their finest light."

- SPIN

7" UPC: 656605026978



DIGITAL UPC: 65660502696



SELLING POINTS

1. Here We Go Magic's 7" single for standout song "How Do I Know"
2. Backed with unreleased b-side, "My Plate's On Fire", culled from the band's sessions with producer Nigel Godrich.
3. Include high quality MP3 download coupon.



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