

# Trans- ns- TRANS RECORDS TRANS015

## NOW NOW *Saved*

### TRACKLIST

- |                       |                 |
|-----------------------|-----------------|
| 01) SGL               | 07) Yours       |
| 02) MJ                | 08) Saved       |
| 03) Can't Help Myself | 09) Knowme      |
| 04) AZ                | 10) Drive       |
| 05) Window            | 11) Set It Free |
| 06) Holy Water        | 12) POWDER      |

### RELEASE INFO

The title of Now, Now's first new album in half a decade begs the obvious question... Saved from what? They certainly didn't seem like a band that needed saving after the release of their 2012 LP Threads. When the world last heard from Now, Now, they had made their late night TV debut with Jimmy Fallon, and landed tours and shows with bands including Fun. and Bob Mould, among others. For better or worse, the usual path for any band that seems like they're on the cusp of a break through is to strike while the iron is hot. That is, to hurry back to the studio to work with a proven producer known for having a hand in a few big records. Bands and artists that find themselves in this situation are compelled to "go big, or go home," and in Now, Now's case they did just that, they went home.

It might not have been planned that way, but that's where they ended up-- back in Minneapolis without a clear sense of how to move forward. Despite any success or acclamation earned up to that point, self-doubt set in, and a crippling writers block entrenched itself further. Weeks became months, and months dissolved into years, all while the band's modest but fervent fanbase were left to speculate on social media as to what was behind the silence. At a particularly low point relates KC, "I felt like I was pursuing the wrong dream, that maybe something else would reveal itself to me."

She felt pressure from both herself and those around her so immense that it froze her. "It felt like everyone was mistaking how much I was obsessing over the album for not caring about the album, but in reality I was putting too much pressure on myself to be able to write. So it felt like everyone was angry with me on top of me feeling like I was ruining my career and disappointing myself." As a result she reveals, "I had some very difficult conversations with myself and with people close to me who were worried about my happiness."

"I still carry a little bit of guilt for adding to that stress that KC is talking about," reveals Brad. "After a year of people around us asking 'why is the album not done, your career is about to just be over,' I as well started to question my career choice, to question my talent, and I started buying into this idea that KC wasn't working, even though I was right there watching her work. That's something I'm embarrassed by and wish I could take back. But through that we got stronger as friends and collaborators, and I learned the hard way that the only reason we make music is for ourselves."

### RELEASE INFO

Catalogue Number: TRANS015  
Format: LP, CD, Digital  
Release Date: June 1, 2018  
UPC-LP: 656605369884  
UPC-CD: 656605369877  
Territory Restrictions: Europe  
Genre: Alternative / Indie  
RIYL: Grimes, Tegan & Sara, Death Cab for Cutie  
Vinyl is not returnable  
CD Box Lot: 30  
Vinyl Box Lot: 25

### POINTS OF INTEREST

- First single "SGL" = Idolator #1 song of 2017, #7 NPR song of 2017
- Previous album soundscanned over 20,000 copies
- NPR First Listen confirmed for week of release
- Nine songs streamed over a million times

### LABEL CONTACT

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LP UPC



CD UPC



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