



**PERNICE BROTHERS RETURN WITH *WHO WILL YOU BELIEVE* APRIL 5
VIA NEW WEST RECORDS**

**FIRST ALBUM IN FIVE YEARS PRODUCED BY JOE PERNICE AND
FEATURES NEKO CASE**

The Pernice Brothers return with *Who Will You Believe* on April 5 via New West Records. The 12-song set is their first in five years and was produced by Joe Pernice. The album includes contributions from longtime bandmates, Bob Pernice, Patrick Berkery, Laura Stein, Liam Jaeger, Michael McKenzie and Joshua Karp, lush string and horn arrangements, the Toronto-based choral group Choir! Choir! Choir!, as well as Neko Case on the duet “I Don’t Need That Anymore.” *Who Will You Believe* is the band’s first new album since marking their 25th anniversary by reissuing their acclaimed 1998 debut *Overcome by Happiness* as a deluxe edition last year.

Joe Pernice has crafted a remarkable catalog that boldly reinterprets and recasts classic American pop. Balancing moments of solemnity with warm humor and camaraderie, *Who Will You Believe* may be his most moving and nuanced album yet.

Today, the band shared the album’s title track across streaming platforms as well as the album highlight “December In Her Eyes,” exclusively via Bandcamp.

In a single six-month stretch in 2019 Pernice was left reeling from the deaths of two friends and a close family member. “That was such a bad stretch of time. When things settled some I was thinking about them a lot and doing my best to try and take nothing for granted.” Those tragedies inspired “The Purple Rain,” which concludes the album and ranks among his finest songs. In the chorus he sings: *Remember me to her sea-bound train. Remember me to her fruited plains. Purple mountains and purple rain won’t always separate the shining seas. The wake is washing over me.*

“It’s an homage to some friends and family I lost, but it’s also about the dread of potentially losing intangible things that I thought would always be there,” Pernice says.

Starting with his acclaimed band Scud Mountain Boys, Joe Pernice has been releasing albums for over 25 years. And with age comes a greater patience and an immense

appreciation for the act of creation. “I trust the process more,” he says. “I might not know exactly where a song is going when inspiration shows up, so I know to just relax and keep going. I know it’s going to get there, even if it doesn’t happen immediately. Those closest to me might disagree, but I think I’ve become a lot more chill in general.” That speaks to the irony of getting older: Despite having less and less time on Earth, he’s happy to let things run their natural course, however long it might take. As he sings on the spare, bittersweet “How Will We Sleep,” *Growing old seemed like death to me when I was young, now I want to grow old and I want to belong*. It’s a bit of heavy wisdom married to a hummable melody and delivered in a warmly determined voice. “I try to stop myself every day and tell myself that one of these days is going to be my last. It sounds morbid on the surface, but I don’t think it is. It helps me live in the present, and for me that’s pretty uplifting. Once you get past the scary part, it’s actually a very peaceful feeling.”

Joe Pernice’s catalog with Pernice Brothers extends well beyond that band. In addition to recording a handful of solo albums (including a Barry Manilow tribute), he reconvened the Scud Mountain Boys in the early 2010s for a new album and tour, and in 2014 he released *Into the Lime* with the New Mendicants, a supergroup featuring Teenage Fanclub’s Norman Blake. He also writes frequently for television, most notably as a staff writer for the Canadian crime drama *The Detail*. Joe has published a book of poetry and several works of fiction, including a novella about the Smiths for the 33 1/3 book series. And in 2009, he released a 7-inch single under the alias the Young Accuser via his first label Sub Pop Records—a tie-in with his novel *It Feels So Good When I Stop*.

Who Will You Believe will be available across digital platforms, compact disc, and standard black vinyl. A limited to 300 Turquoise Color Vinyl Edition autographed by Joe Pernice and including a blue flexi disc featuring an exclusive bonus track will be available via **Rough Trade**. A limited cassette edition of the album will be available exclusively via Bandcamp. A limited Clear Vinyl edition and compact disc edition both autographed by Joe Pernice will be available at Independent Retailers and is available for pre-order **NOW** via **NEW WEST RECORDS**.

Pernice Brothers *Who Will You Believe* Track Listing:

1. Who Will You Believe
2. Look Alive
3. Not This Pig
4. What We Had
5. December in Her Eyes
6. A Song for Sir Robert Helpmann
7. Hey, Guitar

8. A Man of Means
9. I Don't Need That Anymore (feat. Neko Case)
10. Ordinary Goldmine
11. How Will We Sleep
12. The Purple Rain

Joe Pernice Live:

February 7 - Nashville, TN - The 5 Spot (Early Show w/ John P. Strohm supporting)

April 3 - New York City - Le Poisson Rouge

PerniceBrothers.com

NewWestRecords.com

For More Information, Please Contact:

Brady Brock | New West Records | bradybrock@newwestrecords.com