



+ Josephine +

MAGNOLIA ELECTRIC CO. JOSEPHINE

O! Grace
The Rock Of Ages
Josephine
Shenandoah
Whip-poor-will
Song For Willie
Hope Dies Last
The Handing Down
Map Of The Falling Sky
Little Sad Eyes
Heartbreak At Ten Paces
Knoxville Girl
Shiloh
An Arrow In The Gale

CATALOG #: SC185
RELEASE DATE: JULY 21, 2009
FORMAT: CD/LP/DIGITAL
CD BOX LOT: 40
LP BOX LOT: 25
GENRE: FOLK ROCK / INDIE ROCK
KEY MARKETS: CHICAGO, BLOOMINGTON,
INDIANAPOLIS, NEW YORK, LOS ANGELES,
PORTLAND, MEMPHIS, ATLANTA, ATHENS,
AUSTIN, LOUISVILLE, MILWAUKEE,
BALTIMORE, PHOENIX, DENVER, SEATTLE,
MINNEAPOLIS, SAN FRANCISCO/OAKLAND

VINYL NOT RETURNABLE

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About halfway through **Magnolia Electric Co.**'s latest long player, *Josephine*, there is a noticeable shift in weight. It's a release of some sort — the kind that comes when you give up holding back the tears. It's a heavy kind of freedom coming to the forefront, an empowering sadness. And when chief Electrician **Jason Molina** delivers the line "an hour glass... filled with tears and twilight from a friend's dying day," the mood becomes clear. The band is back on its heels, yes, but they are going to fight back in the only way they know how.

Molina's concept album is an honest-to-God effort on the part of Magnolia Electric Co. to pay tribute to the life and spirit of fallen bassist **Evan Farrell** (R.I.P. December 2007). Molina said each tune is a good faith attempt to make real Evan's hopes for the record. And in doing so, Evan's spirit becomes part of the concept. The loss of *Josephine* becomes the loss of Evan. Molina's familiar lyrical allegories are still in tact. But here, in what is no doubt the strongest set of songs Molina has written since the inception of Magnolia Electric Co., those classic themes take on new meanings. Molina has approached the universal loneliness before, but never in such a focused, directed manner as found on *Josephine*.

Molina, Magnolia Electric Co. and legendary recording engineer **Steve Albini** have put it all to heart.

The album is also an experiment in Molina's songcraft, introducing some real lessons in brevity as he whittles a handful of tracks into well-under three minutes. There are cues taken from great songwriters like **Willie Nelson** and **Warren Zevon**, ie the horn section throughout the record and the especially the sax solo on the Zevon-esque lead track "O! Grace," or the doo-wop leanings found in "Rock of Ages." The album closer, "An Arrow in the Gale," acknowledges that Magnolia Electric Co., as the road warriors they have truly become, are still blazing the trail with the line "Lightning on our tail, we better go, Jo."

Evan Farrell, Jason Molina and the band are on different journeys now — but maybe somehow, somewhere parallel. This is heartbreak at ten paces, to be sure.

SELLING POINTS

Jason Molina's 16th full length with Secretly Canadian, Magnolia Electric Co's 5th full length.

Touring with Avett Brothers in May across the United States and then doing it all again as headliners.

Feature length documentary to be released right before release date.

7" release exclusively for Record Store Day.

Magnolia Electric has always been a physical sales based band although we are seeking and expecting prime featured placement on iTunes.

Magnolia's last release was the incredibly successful Sojourner boxset

A heavy marketing and advertising lay out will create an ever-present atmosphere for this album.

Accalim for Magnolia Electric Co previous albums have been glowing and widespread, with pieces in Paste, Pitchfork, NPR

Album will be supported by an extensive and robust press campaign.



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