

June 13, 2011



SEEING IS BELIEVING



JUNIOR JAMS

Dale Earnhardt Jr. Jr. has a sportier name than most indie-pop duos. With their debut, *It's a Corporate World*, looming (June 7), the band's Josh Epstein tells us why they went down that route.

SO WHY THE NAME?

Living in Detroit, listening to sports-talk radio, you don't hear much about NASCAR, even though it's one of the most popular sports in the country. It was interesting to put into indie rock the fear of this pop cultural icon.

DID JUNIOR HAVE ANYTHING TO SAY ABOUT IT?

I sent him an e-mail explaining that we didn't intend to mock him, especially after learning what a cool guy he is. He responded and was so nice and down-to-earth. For him to take the time to answer me—I'm this gnat, and he's this big gorilla—was amazing. He said he'd be flattered, and that he liked our music. And he told us to be safe.

