

[MUSIC / ROCK](#)

Get pumped up with Joywave's anthemic "Half Your Age"

From the Rochester rockers' new album out later this year.

By **LARRY FITZMAURICE**
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I'm a sucker for a huge, surging rock song with a massive-sounding chorus, so Rochester rockers Joywave's "Half Your Age" hits pretty hard for me. The song itself dropped earlier this month, but now it has a Isaac Rentz-directed clip accompanying it, offering a scarily accurate parody of big-pharma commercials that arrives at an explosive conclusion. Here's vocalist Daniel Armbruster on the concept itself: "We were obsessed with the idea of creating the worst, most literal, tasteless commercial sync for the song possible. We bounced back and forth between a prescription medication ad and a toothpaste spot. Big pharma won out." When doesn't it?

Joywave's third album, *Possession*, is out March 13 via the band's own Cultco label, along with Hollywood Records.