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## Grizzly Bear gives a new song to Washington's Lottery ad: Watch and hear it exclusively here!

by Simon Vozick-Levinson  
Categories: Grizzly Bear, Television, What's That Song?

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Washington State residents have a new enticement to buy a Lotto ticket, especially if they're indie rock fans: Starting today, *Washington's Lottery* will air an ad featuring a brand-new tune from **Grizzly Bear**. We here at the Music Mix love the *Grizzly Bear* almost as much as Jay-Z does, so we're pleased to premiere the spot right here after the jump.

It's a cool, trippy clip, no surprise given the level of talent involved. Ad agency **Cole & Weber United** hired auteur Patrick Daughters, who previously helmed Grizzly Bear's "Two Weeks" video, to direct. Michael Rooney, the man behind *(500) Days of Summer's* beloved Hall & Oates dance sequence, handled the choreography. And of course there's that perfectly lovely new Grizzly Bear tune. "It was a sunny day/I was on my way," Ed Droste sings over folksy instrumentation as we see a young woman's life instantly transformed by a lottery ticket. "Dreaming of something more/My thoughts began to soar..." Keyboards joyously join the arrangement, and one starts to think that this song could have fit comfortably on *Yellow House* or *Veckatimest*. If only it didn't end after 60 seconds!

Between this and the **Volkswagen "Two Weeks"** spot that debuted during the Super Bowl, Grizzly Bear seem like the go-to band for advertisers seeking a hip soundtrack. Watch the new *Washington's Lottery* ad after the jump and let us know what you think.

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