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Lindy's Rollercoaster success and awkward dancing

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The front man from the band with the major mystery jingle is coming to Phog this Saturday.

Toronto singer/songwriter Lindy (Vopnfjord) will play songs from his solo and Major Maker's albums. The Major Maker lead singer co-wrote the group's hit single, "Rollercoaster."

After the Maynard's Candy commercial, the "Rollercoaster" fan base swelled over the juicy squirts berries and fuzzy peaches ad that claims there's fun inside, without knowing its creator. The group remained silent as the song's fan base grew.

"We kept our mouths shut and didn't say anything and everybody was trying to find it online. There was like fifty or sixty thousand hits on YouTube for the commercial and all these chat rooms dedicated to finding out who it is," says Lindy. "While that was happening, we finished the rest of the song."

Signing a single release deal with EMI Records, the breakout track soared up the Billboard and iTunes charts. At the 2008 Independent Music Awards, the band won top website, while "Rollercoaster" was nominated for top single.

Although the song gained infamy in an advertisement, Lindy doesn't see its sale as selling out.

"Pretty much whatever you can do to get your music out there these days is a real tough go. People know the difference between the product and the song.

"What is music? Is it sacrilegious? Pair it with somebody's product and get it out there. I mean, when you have a song on the radio, they sell advertising, too. So, where do you draw the line?"

Following the song's sudden success, Major Maker crafted an original music video.

After the production company secured grant money for the shoot, the outfit decided to up their price. Lindy remembers the band telling the company "Fuck you very much," before creating their own yacht rock parody video featuring the mocking overtone of Lindy swaying gaily at the boat's helm.

"We went down to the Toronto harbour, rented a boat out, and drank a lot of beer. It was just a blast," recalls Lindy.

The singer says the differences between solo and group performances are stark.

"I've always had a guitar in my hand leading the thing. And now I just sing without the guitar, so it took me quite a while to figure out what to do with my hands. I tried dancing around and I saw a video of it, and I was like, 'no more dancing, I'm six-foot-eight,'" laughs the imposing singer.

The veteran of indie music moved from rural Manitoba to Victoria as a kid, before finding success with five albums and 13 cross country tours as a solo artist.

Last recording his 2004 album, *Suspension of Disbelief*, the artist says his focus now alternates between a "melodic, acoustic, storytelling" solo act and "rocking" band.

"We really want to write a new record right now. 'Rollercoaster' was a fun ride and that sort of thing, but that is not really the sound that defines the band."

Lindy will appear at Phog on Sat. March 15 at 9 p.m. with Wax Mannequin. Visit Lindy online at www.lindymusic.com.