



# Chasing the Light: The Cloud Cult Story

*Mark Allister*

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“Cloud Cult’s grand, unkempt indie rock is at once jam band, emo, and avant-garde. Their songs, born out of personal tragedy, are otherworldly lessons in being human.” —*Pitchfork* **During the past decade, Minnesota-grown band Cloud Cult has become one of the most inspirational indie bands, with a deeply devoted fan base and an approach to music and the environment that is hard not to admire. Beyond a musical biography, *Chasing the Light* tells the story of the heartbreaking yet affirming journey of lead singer and songwriter Craig Minowa and delves into the career of the band known by music lovers as the least cynical and most idealistic band in the country.**

Tracing Cloud Cult’s rise to critical acclaim, author Mark Allister details the band’s defining moments, beginning with the death of Craig and Connie Minowa’s two-year-old son and the hundreds of songs that grew out of the tragic loss. Allister describes the band’s unique philosophy and principles, including how Minowa created a zero carbon footprint for the band’s recording and touring, adopting DIY and green-sustainable practices well before the ideas became mainstream. Allister also presents a first-person account of a day in the life of a quintessential indie band and conveys the immense emotional impact of Cloud Cult’s albums and live shows. Described by a fan in the book as “the anthem for the soul searcher in us all,” Cloud Cult’s music and message are both stirring and sincere.

Featuring rarely seen photos from Cloud Cult’s history and passionate testimonials by fans, *Chasing the Light* is a testament to the profound influence one band’s personal evolution can have on its followers and on indie rock aficionados in search of beauty, meaning, and redemption.

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