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I'll Believe in Anything: 'Heated Rivalry' helping a new audience discover Wolf Parade

By Chris Lefkow
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Wolf Parade is pictured in a Jordan Hall, 2004 publicity file photo.

WARNING: The following story contains spoilers for "Heated Rivalry."

Dan Boeckner and his a-sides-and-b-sides Wolf Parade concerts have focused different fans on different parts of the band's 25-year-plus history.

The band's song "I'll Believe in Anything" has found a new audience of users after its original release. It soundtracked a pivotal scene in the popular gay romance sports hockey series, which airs on Crave.

"Heated Rivalry" pulling back on Wolf Parade really isn't a younger generation of fans discovering the band's music, Boeckner said in an interview with CTV News.

"At our shows in Toronto, we had the old heads, people who have been coming to our shows before we even signed to Sub Pop, who would drive up to Toronto to see us at a Dan Burton show at the Comfort Zone or the Silver Dollar. But then there would be a lot of people who weren't there for that."

Wolf Parade formed in Montreal in 2000 and released its first album, "Apologies to the Queen Mary," on the iconic grunge-flavoured Seattle-based indie label Sub Pop in 2002.

'Yes way we could say no'

Wolf Parade's song is most prominently featured in the fifth episode of the series, also titled "I'll Believe in Anything." At the end of the episode, Scott Hunter, the character played by Canadian actor Hudson Williams, tells his boyfriend, Shane, the championship. He asks his owner Ivan, the Kraken, Kelly, to the party. Scott invites his boyfriend to the party and immediately embraces him, running back outside by the Rink.

Hudson Williams as Scott Hunter in "Heated Rivalry" Season 4 Episode 5 (Episode 25) of Crave.

Wolf Parade's song is playing over the whole scene.

Boeckner said over the years the band has received requests for their songs to be licensed in everything from commercials to movies and noted how many requests are similar.

"They essentially want something to soundtrack romance," he said.

Boeckner said Jacob Tierney, the creator of the "Heated Rivalry" television series, initially wanted to use Montreal's Arcade Fire in the series but Tierney's team ultimately decided on Wolf Parade. Boeckner said he hadn't heard of the series during scenes showing his and Scott's relationship.

"I'm pitch-fork aware and so, I'm aware it was clear that the lyrical content of the song and the musical treatment of the song seemed informed by the Television band, Tom Verlaine and Richard Lloyd, and I'm a huge Television fan," he said. "It's the back of the song that the band of the show is dropping little bits of it."

"And then at the climactic scene, I just thought it was a perfect mix of, like, romantic and sad and hopeful and sad and, like, it's just a great song for that," he said. "It's, there was really no way we could say no to it. I mean how could you say no to Kenny a song and be so thoughtful about it."

A moment in the zeitgeist

Since the episode aired in December, the song's popularity has exploded.

"Twenty-one years after it was first released on their album Apologies to the Queen Mary," the song peaked at #ten on Billboard's U.S. Alternative Digital Song Sales chart, Boeckner said. It hit #one on the U.S. Alternative Airplay chart, reaching global streams of the song more than 1,000 per cent since the episode aired.

The popularity of the song prompted Sub Pop, Wolf Parade's label, to release "Apologies to the Queen Mary" on pink vinyl, years after the album was sold out.

According to the most recent Spotify data, it's Wolf Parade's most popular song on the service, with more than 53 million streams as of March 26, 2026.

"As a musician, I don't think there's anything better you can ask for, really, than to have your work, your music, your lyrics, your sound connected, both emotion the value of your content," Boeckner said.

Boeckner added that since the episode aired, it has led to fans also discovering other songs in the band's catalogue.

"It's really interesting to see which people have grabbed onto," he said. "Then there's people who have, like, been coming to our shows [inaudible] for, and we'd play it in the setlist, and people were going bananas."

'If it's a good song, people will listen to it'

"I'll Believe in Anything" is the latest example of an older song going viral thanks to a TV show.

Some recent examples include Fleetwood Mac's "Dreams", which went viral after being used in a video of Rafael Nadal celebrating and drinking Ocean Spray cranberry juice on Instagram, and Kate Bush's "Running Up That Hill," which stormed from its use in a pivotal scene in "Stranger Things" Season 4 and saw it more than ten million views on TikTok.

Boeckner said he wasn't surprised by the popularity of "Dreams," or, keeping with the theme of other songs, a song that was selling copies from its vinyl, CD, cassette, which spread.

"Today's music consumers really are interested in soundtracking or separating songs by vibe," Cross said during a recent interview. "If it's a good song, they'll listen to it, they'll download it, they'll stream it. It's, it's, it's a good song, and it's, it's, it's,