

WRITING FOR THE KING™

THE SONGWRITERS WHO MADE ELVIS PRESLEY A LEGEND

*It's now or never,
Come hold me tight
Kiss me my darling,
Be mine tonight
Tomorrow will be too late,
It's now or never
My love won't wait*

~ *It's Now or Never* by Wally Gold / Aaron H. Schroeder

Born in Brooklyn, Gold first performed as a saxophone player in the U.S. Navy band during World War II. After returning from Japan, he attended Boston University where he formed The Four Esquires, touring in the late 1950s. In 1960, Gold teamed up with Aaron Schroeder, and while they only co-wrote two Elvis songs, both were #1 hits: "It's Now or Never" and "Good Luck Charm." Gold also co-wrote other 1960's hits, including "It's My Party" for Leslie Gore, "Half Heaven-Half Heartache" for Gene Pitney (#12) and Duane Eddy's "Because They're Young" (#4). Gold eventually became a producer for Columbia Records, producing albums for Tony Bennett, Jerry Vale and Barbra Streisand's "What About Today?"

This year, Collingwood's Poet Laureate is paying tribute to the songwriters who made the legend possible. As you walk around downtown Collingwood, look for more of these posters in restaurants and storefronts to learn about the music and lyrics created by the powers behind the throne. For more information visit www.CollingWord.ca.