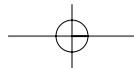


THE SINGER'S SINGER
THE LIFE AND MUSIC OF

MATT MONRO

MICHELE MONRO



“His pitch was right on the nose;
his word enunciations letter-perfect.”

FRANK SINATRA

Born in war-torn East London as Terry Parsons, **MATT MONRO** rose from humble beginnings to become one of Britain’s best-loved entertainers, performing alongside the most important international artists of the post-war era. Produced by George Martin under Parlophone Records, the singer went on to have dozens of chart hits (including “Portrait of My Love” and “Born Free”) and sell in excess of one hundred million records!



“Great singers like Matt take a classic and make it their own.”

CLIFF RICHARD



“Matt was a great artist. I remember him fondly.”

PAUL McCARTNEY

“One of the very best singers ever produced.”

FRANKIE VAUGHAN



“To a man who had to channel his most intimate emotions into his recordings, the performance was everything.”

GEORGE MARTIN



“Now that I had him in my home, I couldn’t let him go. He has been a part of my life ever since.”

PAUL GAMBACCINI

“Matt had the creamiest voice and the greatest musical instinct.”

HENRY MANCINI



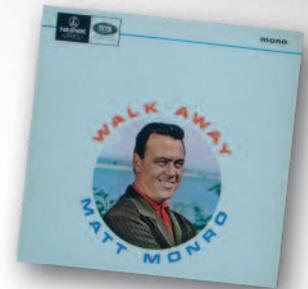


PRESS CAMPAIGN MAJOR UK PROMOTION

- National newspaper serialisation
DAILY EXPRESS **Daily Mail**
- TV advertising campaign for *Matt Monro – The Greatest* CD (EMI) January 2010
- Daytime TV chat show interviews with Michele Monro
- National and regional radio interviews
- Women's magazine interviews and features
- Valentine's and Mother's Day promotions

US & INTERNATIONAL PROMOTION

- BBC America tie-in with *Legends: Matt Monro – The Man With The Golden Voice* documentary screening Spring 2010
- Special Philippines/SE Asia promotion with Matt Monro Junior and Michele Monro
- US EMI CD promotion tied to Matt Monro back catalogue



ADDITIONAL STATS

- Matt Monro has sold over 1 million CDs in Britain alone
- His songs appear on 15 Hollywood movie soundtracks
- In 13 years he had 22 chart hits in the UK and USA
 - Matt Monro still has worldwide sales in excess of 10,000 records a month
- He is played on the radio every 6 hours in the UK
 - Had two top 10 albums in the last 3 years, *The Ultimate Matt Monro* and *From Matt With Love*
 - *An Evening with Matt Monro* went straight to the number 1 slot in the DVD music charts



The *Singer's Singer: The Life and Music of Matt Monro* is the highly-anticipated story of one of Britain's most iconic singers, following Matt Monro's life from his poverty-stricken upbringing in war-torn Britain to his day job as a London bus driver to the steady rise to fame that saw the singer battling the highs and lows of the entertainment industry to become one of Britain's best-loved entertainers.

This is the man behind the image, the man who rubbed shoulders with some of the most famous names in the business, who recorded the very first James Bond theme song ("From Russia with Love"), represented Britain in the Eurovision Song Contest, appeared in a Royal Command performance and recorded the international hits "Born Free", "Walk Away" and "Portrait of My Love". But his life had its share of tragedy, and Matt Monro had his own personal demons to battle, even at the height of his fame.

This intimate portrait is written by the singer's daughter, Michele Monro, drawing on more than two hundred interviews from the most important characters in Matt's life.

Including never-before-seen photography, exclusive correspondence between Matt and some of the biggest names in the music business and a rich array of personal anecdotes, this is the first comprehensive look at the life of the man his peers dubbed 'the Singer's Singer', the irreplaceable Matt Monro.

ISBN 9781848566187 ● Hardback with Dustjacket ● 60 b/w illustrations ● 234 x 156 mm / 9" x 6"
 UK £17.99 / US \$27.99 / CAN \$34.99 ● UK January 2010 / US May 2010

TITAN BOOKS

www.titanbooks.com