



## **Keeping Doo-Wop Alive: Fascinating new book offers rare glimpse of Doo-Wop stardom shared by The Velours' octogenarian**

*John Cheatdom's autobiography shares all about his rise to stardom in the 1950's Doo-Wop band, The Velours. Still touring as 'The Magic Platters', the 84-year old tells his story of the ups and downs, being ripped off by unscrupulous managers, agents and accountants, hit records, fame, touring, money, women and having the world at his feet*

### **Media Contact:**

John Cheatdom

Email: [Halloffame2022@outlook.com](mailto:Halloffame2022@outlook.com)

### **FOR IMMEDIATE RELEASE**

**UNITED KINGDOM** – An autobiography that will be devoured by all fans of R&B vocals, John Cheatdom opens up his life to readers in his tale, that starts in 1957 when he started his professional entertainment career.

Originally hailing from Brooklyn the author regales with stories from his time with The Velours, their success in the UK and how the group morphed into The Fantastics.

As one of music's superstars of the late 50s and 60's, the author has experienced the good, the bad and the ugly sides of the music industry over the years and shares his insights with candour and humility.

Vibrant, eloquent and 'warts and all', Keeping Doo-Wop Alive delights from its very first page, and recaptures pivotal moments in the history of black vocal group music experienced by one of the industry's best.

### **Synopsis:**

There are many stories to be told about many great artists in the music business. Keeping Doo-Wop Alive tells the story of another one. It is the story of singer, John Cheatdom, who started his professional entertainment career in 1957, at the age of 17, and is still working to the present day.

It is the story of what it is like to be a member of a vocal group. Not as easy a job as you might think. It speaks of the ups and downs and the changing phases of the music industry over more than 60 years.

After starting his recording career as a member of The Velours and making a life-changing move to England in 1967, John had success with The Fantastics, The Realistics, and The Magic Platters.

Keeping Doo-Wop Alive is a wonderful read for anybody interested in the world of black vocal group music by a man who has seen it all.

**The author says:**

"I have been on this merry-go-round four times over the years with four different successful singing groups: The Velours, The Fantastics, The Realistics and The Magic Platters. Each time I dust myself off and start again with a new challenge and goal of keeping Doo-Wop Alive."

**Marv Goldberg, writer and music historian says:**

"There are many groups who have contributed a song to the 500 or so that comprise my Top 10. The Velours have given me two. I'm still as crazy over "Can I Come Over Tonight" and "Remember" as I was back in the 50s."

**Receiving five-star reviews, an Amazon reader says:**

"This book is a great book for those of us who love vocal groups. There aren't many books written from the perspective of individuals who actually sang in doo-wop groups from the 1950s. The Velours were a fantastic group with songs such as "Can I come over tonight " and "This could be the night". The book contains some interesting stories. The book is a good read."

**Published by Conscious Dreams Publishing ([www.consciousdreamspublishing.com](http://www.consciousdreamspublishing.com)), Keeping Doo-Wop Alive is available in paperback (£16.95) and Kindle format (£9.99) on Amazon**

**The book can also be purchased along with a 30 track CD and DVD at John's website:**

**<https://www.johncheatdom.com/john-cheatdoms-shop/>**

**About the author:**

John Cheatdom is one of the greatest falsetto singers of his generation.

Born in Brooklyn, New York, July 7, 1938, John is probably the only living singer who has had success as a lead vocalist in five different singing groups – The Troubadors, The Velours, The Fantastics, The Realistics and The Magic Platters, and has spent close to 70 years of his life performing throughout the world, and on five different continents.

When John was sixteen years old, he began shaping his future while embarking upon a career as a professional singer in the entertainment industry. His music career began in 1953 when his group was originally formed as The Troubadours in the Bedford-Stuyvesant area of Brooklyn. The group later changed their name and exploded onto the music scene as the Velours, with the release of their hit record "Can I Come Over Tonight?"

At the age of 17, John was traveling all over America performing with the Velours. Their first tour was with all Black performers, and included: Ray Charles and his band, Mickey and Sylvia and The Moonglows.

Eventually the Velours broke up and John went to college, got a job, got married, started a family and stopped performing. After being presented with an opportunity to get back into show business, John reorganized the

group, and they went to London to work. Because of the instant success, John moved to London and relaunched his career as a member of what eventually became the Magical Platters.

At the age of 84, John continues to tour and has carved out a significant career and life for his family. He currently lives in London with his wife Rona and two sons, Blake and John.