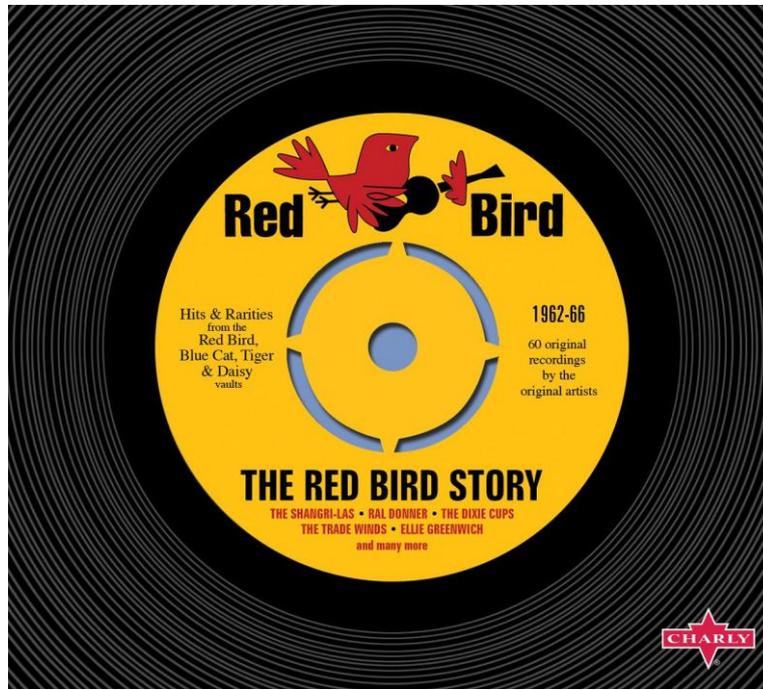




RELEASE DATE
31ST MARCH 2011



THE RED BIRD STORY 1962-66



Label: CHARLY
Cat. No: SNAX626CD
Format: 2CD DELUXE RIGID DIGIBOOK
Genre: 60s POP
Release date: 31ST MARCH 2011

- Deluxe 2CD rigid digibook comprising 60 original recordings from the celebrated New York label.
- Includes all the label's hits alongside lesser-heard gems and collectors' favourites.
- Draws together the best of Red Bird and its Soul/R&B subsidiary Blue Cat, and the short-lived affiliates Daisy and Tiger.
- 20-page memorabilia-laden booklet features informative liner notes by "Oldies" specialist Roger Dopson.

Founded in 1964 by songwriters Jerry Leiber and Mike Stoller, Red Bird Records may only have been operational for three years but during that time the label became synonymous with the 60s girl group sound, particularly due to the success of **The Shangri-Las** and **The Dixie Cups** - both of whom scored No.1 hits for Red Bird in its fledgling year. Rising Phoenix-like from earlier try-outs with **Tiger** (founded in 1962) and later **Daisy** (in 1963), Red Bird was unique among indie labels in that its output was of a consistently high standard and almost half of its releases made a commercial impact.

The secret to Red Bird's "hit factory" lay in no small part with the chart-topping Brill Building songwriting team of **Ellie Greenwich** and **Jeff Barry** who'd previously penned hits for producer Phil Spector's **Ronettes** and **Crystals**. In the years prior to the British Invasion, the husband and wife wrote prolifically for most of the label's biggest names including the aforementioned **Shangri-Las** ('**Leader Of The Pack**', '**Out In The Streets**') and **Dixie Cups** ('**Chapel Of Love**') **The Butterflies** ('**Goodnight Baby**'), **Sam Hawkins** ('**Hold On Baby**'), **The Ad Libs** ('**He Ain't No Angel**') and **Andy Kim** ('**I Hear You Say**'), as well as occasionally recording in their own right ('**You Don't Know**', '**Our Love Can Still Be Saved**'). Carefully compiled and annotated by Red Bird authority **Roger Dopson**, this collection is a worthy successor to previous reissues.

To request a promo copy please email: sam@ivywoodproductions.com
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