

## Mp3 Lori Cole - Never Too Late



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Love ballads of the 30's and 40's sung beautifully in a style true to the period. 11 MP3 Songs EASY LISTENING: Love Songs, EASY LISTENING: Crooners/Vocals Details: Talent often runs in families. In Lori Cole's case, it runs in generations. Lori's grandmother longed to perform, instead her daughter Shirley did. At age six, Shirley Bell first stepped before a microphone in 1926 as the youngest member of the WGN Players dramatic ensemble. In 1929, she became American Icon at nine, one of the first and biggest stars of broadcasting--Radio's Little Orphan Annie. So it was no surprise that at age 19, Shirley's daughter, Lori Cole, began her singing career before a studio microphone. While Shirley performed and sang to fill Ovaltine's coffers in the infancy of radio and early broadcasting, Lori had the good fortune of learning her craft with some of the finest musicians and singers in the industry, singing radio and television commercials. She enjoyed a twenty-year career singing jingles for such products as McDonalds, United Airlines, La Choy, KFC, Juicy Fruit Gum and The Incredible Edible Egg. One of the benefits of singing commercials for a living was that it gave Lori the opportunity of spending hundreds of hours in the recording studio. This experience gave her enormous recording and production knowledge and the access to recording music for herself, from rock and roll to the Standards of the 30s and 40s. Lori left the jingle business but continued performing. In 1991, she began singing the National Anthem for the Chicago Bulls. She sang the Anthem through six championship seasons, and just for the record, they never lost a game when Lori sang. Lori continues to perform live, and every summer, she opens Taste of Chicago's main stage with the Anthem. This great love and knowledge of music and sound, passed down from pervious generations, inspired Lori to go beyond her own performances. First, she became the founder and president of Chicago Sound, Inc., a company that provides and designs custom audio systems for live events for some of the most famous performers in the world. In addition to running

Chicago Sound, she and her husband founded PhaseFree, Inc. This company designs and offers state of the art surge protection for professional electronics, sound, lightin and all critical performance equipment. Beyond these accomplishments, Lori had always had a secret dream. The dream was to record and perform the music of her heart--the love ballads of her mother's era of the 30s and 40s. Returning to the familiar studio, along with her long-time friend and arranger, Bobby Schiff, and a 40-piece orchestra, Lori recorded her favorite, timeless songs. And this is where the title of her CD, Never too Late comes from--her belief that it's "never too late" to make your dreams come true.

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