

Twister to hit Bossier City Saturday, Oct. 18 - Chubby Checker performs at Margaritaville

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BOSSIER CITY – In June of 1959, Chubby Checker (in photo at right) recorded "The Twist." Bernie Lowe, president of Cameo Parkway records, was not initially impressed with Chubby's recording and felt it may be a "B" side at best.

However, Chubby felt "The Twist" was something special and worked hard promoting the record by undertaking non-stop rounds of TV dates, interviews and live performances. Fourteen months later, in the summer of 1960, "The Twist" was a hit.

In the fall of 1961, record industry history was made when Checker's original hit record, "The Twist," re-entered the charts and by January of 1962, it was back in the #1 position. No other record before or since has accomplished that feat. Combining its 1960 run with its 1961/62 return, "The Twist" spent an amazing nine month total on the U. S. best seller charts.

Chubby Checker is the only artist to have five albums in the Top 12 all at once and the only artist to have nine double-sided hits.

Tickets start at \$15 and are one sale now at Ticketmaster and also at the Margaritaville Retail Store. The show begins at 8 p.m. Saturday, Oct. 18.

Margaritaville Resort Casino is located at 777 Margaritaville Way, Bossier City, La.