

ELTON JOHN REVEALS THE GOLDEN MOMENTS OF HIS CELEBRATED LIFE

NEW DOCUMENTARY *TOUCHED BY GOLD* EXPLORES GOLD'S TIMELESS INFLUENCE
THROUGHOUT ELTON JOHN'S ICONIC CAREER



London / New York, 15 September 2025 – Today, The World Gold Council unveils a new documentary, *Touched by Gold*, a powerful exploration of gold's enduring influence on culture, creativity, and society, told through the voice and life stories of Elton John.

Touched by Gold charts his pervasive connection to gold, granting audiences an exclusive look at his personal archive and revealing the intimate ways gold has inspired his art, his music, and his sense of individuality. Throughout the film, he shares the many deep and personal connections he has forged with gold over the years, giving unique insight to his storied life and artistic achievements. From his legendary stage costumes to iconic accessories, Elton's story is woven with the brilliance of gold, as a timeless symbol of his identity and stage persona.

Touched by Gold goes beyond fashion and performance, shining a light on gold's vital but lesser-known role in modern medicine and science. The film reveals how gold is more than symbolic in Elton's life and is a key component in pacemakers; technology he came to rely on after being fitted with one in 1999. The documentary also highlights how gold has been utilised in the development of HIV detection technologies, a cause close to his heart through the work of the Elton John AIDS Foundation. Founded by Elton in 1992, the Foundation has raised more than \$650 million to expand access to health care, combat HIV stigma, and help end AIDS.

"From the moment I was presented with my first gold disc in 1970, gold has been there throughout some of my defining moments - my gold awards, the microphones I've used for some of my biggest albums, and even the gold lamè suit I wore on stage at Glastonbury," **said Elton John**. "Throughout my career, gold has always had a magic that inspires my music, my style and the way I express myself."



In *Touched by Gold*, it was a pleasure to reflect on those joyous moments and share how this wonderous mineral has become such an important part of my career and life.”

Created by the World Gold Council, the documentary illustrates that gold is more than a precious metal and trusted financial asset. It is both an enduring part of global culture, bridging tradition and progress, and a vital resource for its role in medicine, technology and the advancement of society.

David Tait, Chief Executive Officer of the World Gold Council, added:

“The World Gold Council is immensely proud to partner with Elton John on our latest documentary, exploring the untold stories of gold. It is my hope that this film will deepen understanding of gold’s critical role in society, not just as a store of value, but as a catalyst for innovation, creativity and the positive development of societies and economies. *Touched by Gold*, is a celebration of Elton John’s extraordinary journey and a testament to gold’s everlasting presence at the heart of human progress.”

Touched by Gold premieres worldwide on 15 September 2025, available on [TouchedByGold.com](https://touchedbygold.com)

Touched by Gold was directed by Grierson winner and BAFTA nominated director, Toby Trackman and is produced by [Pioneer Productions](#).

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About the World Gold Council

We are a membership organisation that champions the role gold plays as a strategic asset, shaping the future of a responsible and accessible gold supply chain. Our team of experts builds understanding of the use case and possibilities of gold through trusted research, analysis, commentary, and insights. We drive industry progress, shaping policy and setting the standards for a perpetual and sustainable gold market.

You can follow the World Gold Council on X (Twitter) at @goldcouncil and LinkedIn and @thestoryofgold on Instagram and TikTok.

For further information please contact:

Stephanie Cadman, World Gold Council, T: +44 20 7826 4740 E: stephanie.cadman@gold.org

Matty O’Riordan, DDA Public Relations, T: +44 78 1662 366 E: Matty.ORiordan@ddaglobal.com