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ELVIS PRESLEY'S GRACELAND KICKS OFF HOLIDAY TOURS WITH LIGHTING CEREMONY FEATURING JOHN STAMOS ON NOVEMBER 21

*A Visit from Santa Elvis and 100% Chance of Snow to
Help Kickoff Christmas in Memphis*

Memphis, Tenn. - November X, 2014 – [Elvis Presley's Graceland®](#) in Memphis, Tennessee, will officially begin the holiday season when celebrated actor and Elvis™ fan John Stamos will “flip the switch” on the traditional lights and decorations during the annual **lighting ceremony** on **Friday, November 21 at 6:00 p.m.** Patients from LeBonheur Children's Hospital in Memphis will assist Stamos in lighting up the King's castle for the season.

The extensive Christmas display at the King's castle includes hundreds of blue lights along the driveway, a life-size Nativity scene, Santa and his sleigh, and much more, all originally displayed at Graceland by Elvis and the Presley family. The interiors of Graceland mansion will feature the Presley family's Christmas décor starting on November 21 for seasonal holiday tours through his birthday week celebration in January. Included will be his traditional red velvet drapes as well as Presley family Christmas artifacts on display around several trees throughout the home.

Visitors to the famous Memphis mansion during the holidays will also find an exciting new option, as Graceland is one of the first historic homes to offer an interactive, state-of-the-art iPad tour that provides a fully immersive experience for guests. Visitors take a multimedia tour of the iconic music landmark with location-based content which, when triggered, allow users to dive deeper into the story of Elvis' life through unique archival audio, video and photo elements. A customized iPad tour experience for kids and tweens features interactive photo activities geared for younger visitors. Read more about the iPad experience [here](#).

Stamos, who is also the voice of the new Graceland iPad tour, stated, "I am honored to be a part of the Graceland tour experience and tremendously excited to be there in person for the lighting ceremony this year. I am a major Elvis fan and know how important the holidays were to him. I've seen the decorations and lights before and they are amazing, and all the more special because they are exactly as they were when Elvis lived at Graceland."

Channeling his inner Elvis, Santa and his red jumpsuit-inspired suit will arrive by limousine and police escort. Santa will be available for pictures with the kids following the lighting ceremony. The lighting event featuring John Stamos is free and open to the public.

Regular paid tours of Graceland will operate the day of the lighting ceremony from 10:00 a.m. to 6:00 p.m. A special [Christmas at Graceland Package can](#) be booked online and includes one night at Elvis Presley's Heartbreak Hotel for two, two VIP Tours of Elvis Presley's Graceland, Graceland Christmas Ornament, "Merry Christmas...Love, Elvis" CD and an Elvis Presley Blue Christmas Bear. A detailed list of operating hours and prices of admission can be found at www.graceland.com.

Not able to be in Memphis? Watch the Graceland lighting ceremony live on www.graceland.com and on livestream at new.livestream.com/elvispresleygraceland.

WHAT: Holiday Lighting Ceremony at Elvis Presley's Graceland
WHO: John Stamos, Santa Claus and Children LeBonheur Children's Hospital
WHEN: November 21 at 6:00 p.m. Central Time
WHERE: Graceland Plaza, Elvis Presley Boulevard, Memphis

For more detailed information please visit www.graceland.com or call 901.332.3322

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About Graceland and Elvis Presley Enterprises, Inc.

Elvis Presley's Graceland, in Memphis, is music's most important and beloved landmark, with hundreds of thousands of fans from around the world visiting the historic home each year. Elvis Presley Enterprises, Inc. (EPE) manages the operations of Graceland, its related properties, including the recently-announced Guest House at Graceland, a 450-room hotel opening in fall of 2015, as well as the Graceland Archives, featuring thousands of artifacts from Elvis' home and career. EPE also produces and licenses Elvis-themed live events, tours and attractions worldwide, including the new "Elvis at The O2: The Exhibition of His Life", opening in London in December, 2014. Graceland Holdings LLC, led by managing partner Joel Weinshanker, is the majority owner of EPE. In 2013, Graceland was voted the #1 Iconic American Attraction by USA Today and 10Best.com readers. For more information on EPE and Graceland, visit graceland.com