



FOR IMMEDIATE RELEASE

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**ELVIS PRESLEY'S GRACELAND TO WELCOME TRISHA YEARWOOD
FOR NOVEMBER 20 LIGHTING CEREMONY TO KICK OFF HOLIDAY
TOURS**

*An Acoustic Performance by Life-Long Fan and Grammy winner
Yearwood, plus Visit from Santa Elvis, To Kick off Christmas in Memphis*

Memphis, Tenn. – October 13, 2015 – [Elvis Presley's Graceland®](#) in Memphis, Tenn., will officially begin the holiday season when three-time Grammy® award-winning country artist Trisha Yearwood “flips the switch” on the traditional lights and decorations during the annual **lighting ceremony on Friday, November 20 at 6:00 p.m. CST** and performs a song for guests gathered for this special event. Patients from Le Bonheur Children's Hospital in Memphis will assist Yearwood in lighting up Elvis Presley's iconic home 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 20 for seasonal holiday tours through his birthday 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.

Yearwood, a life-long fan of Elvis Presley, is one of the biggest-selling female performers in country music history, a member of the Grand Ole Opry, the author of three best-selling cookbooks and host of the Emmy® Award-winning Food Network show, “Trisha's Southern Kitchen,” currently shooting its seventh season.

“I LOVE Elvis, always have,” stated Yearwood. “I've visited Graceland many times, but never at Christmas. I'm incredibly honored to be invited to flip the switch at Graceland's holiday lighting ceremony this year.”

In addition to Elvis' own holiday décor, visitors to the famous Memphis mansion will experience an interactive, state-of-the-art iPad tour that provides a fully immersive experience for guests. Visitors can take a multimedia tour of the music landmark that allows 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](#).

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 Trisha Yearwood 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, a Graceland Christmas Ornament, the "Merry Christmas...Love, Elvis" CD and an Elvis Presley collectible 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, on livestream [here](#) or listen on Elvis Radio, SiriusXM Channel 19.

WHAT: Holiday Lighting Ceremony at Elvis Presley's Graceland
WHO: Trisha Yearwood, Santa Elvis and Children from Le Bonheur Children's Hospital
WHEN: November 20 at 6:00 p.m. CST
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 450-room Guest House at Graceland, opening in Memphis in the fall of 2016, 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 "Direct from Graceland: Elvis at The O2" in London, and the new "Graceland Presents ELVIS: The Exhibition" at the Westgate Las Vegas Resort & Casino. Graceland Holdings LLC, led by managing partner Joel Weinshanker, is the majority owner of EPE. In 2015, Graceland was named the world's "Best Musical Attraction" and "Best Historic Southern Attraction" in the USA Today 10Best Reader's Choice Awards and in 2013, voted the #1 "Iconic American Attraction" in the same poll. For more information on EPE and Graceland, visit www.graceland.com.

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