



Contact:

David Beckwith
The Beckwith Company
323-845-9836
david@thebeckwithcompany.com

Kevin Kern
901-344-3127
kkern@graceland.com

PHOTO NEWS ALERT

ELVIS BIRTHDAY CELEBRATION AT GRACELAND IN MEMPHIS COMMEMORATES BREAK-OUT YEAR IN MUSIC, FILM & TELEVISION WITH NEW EXHIBIT, GUEST SPEAKERS AND THE AUCTION AT GRACELAND JANUARY 7 – 10

*HIGHLIGHTS INCLUDE THE OPENING OF THE NEW 'ELVIS IN HOLLYWOOD' VIP EXHIBIT
AND "THE AUCTION AT GRACELAND" FEATURING ELVIS' MOST FAMOUS GUITAR*

MEMPHIS, Tenn. – December 29, 2015 – Elvis™ fans from around the world will travel to [Graceland®](#) in January to celebrate the king's birthday and kick-off a year-long celebration of the 60th Anniversary of Elvis' breakout year in music, film and television in 1956. Special events include the opening of the new "Elvis In Hollywood" VIP exhibit, "[The Auction at Graceland](#)," the annual Birthday Proclamation on the front lawn and a performance by the Memphis Symphony Orchestra.

THURSDAY, JANUARY 7

New Elvis in Hollywood VIP Exhibit Opens 9:00 a.m. CST Graceland

The new 2016 VIP exhibit, "**Elvis in Hollywood: From Teen Idol to Leading Man**," opens for tours and will highlight Elvis' time on the silver screen. The exhibit will feature artifacts from Hollywood to tell the story of how Elvis transitioned from groundbreaking musical artist to Hollywood's highest-paid actor. Additional artifacts include wardrobe, personal scripts (featuring his own handwritten notes), rare behind the scenes photos and a variety of other Elvis memorabilia.

The Auction at Graceland

7:00 p.m. CST Graceland Archives Studio

Collectors, fans and pop culture enthusiasts will raise their paddles to bid in hopes of going home with a piece of Elvis history at the fourth Graceland-Authenticated "[The Auction at Graceland](#)," in the Graceland Archives Studio and online at [GracelandAuctions.com](#). A highlight of the auction is the 1969 Custom Gibson Ebony Dove guitar Elvis played at the legendary *Aloha From Hawaii* concert televised worldwide via satellite in 1973, as well dozens of other concerts from 1971 to 1975, including concerts from the documentary film *Elvis on Tour*. The guitar, with an estimate of \$300,000 to \$500,000, is one of the most culturally-significant and celebrated guitars in music history.

Other highlights among the 126 authenticated artifacts include:

- A 1958 handwritten two-page letter Elvis wrote to his friend Alan Fortas while he was stationed in Germany, estimated between \$30,000 - \$50,000
- The gold-toned microphone & cord used on stage by Elvis at the International Hotel in Las Vegas in 1969, estimated between \$10,000 - \$15,000
- The reel-to-reel original recording of the Louisiana Hayride show in which the famous phrase "Elvis has left the building" was first uttered by Horace Logan, estimated between \$10,000 - 15,000
- Complete Elvis Presley Concert Film from the Memorial Auditorium Show in Buffalo, NY - Shot by *Elvis on Tour* Director Robert Abel. Estimate: \$25,000 - 35,000
- Gold, Diamond and Rock Crystal Quartz Ring Gifted by Elvis Presley to Linda Thompson. Estimate: \$15,000 - 20,000
- Elvis Presley 14K "TCB" Necklace Gifted to Bodyguard Sam Thompson. Estimate: \$12,000 - 15,000
- 1970s Elvis Presley "TCB" Nautic Neostyle Prescription Sunglasses: Estimate: \$12,000 - 15,000

All of the items included in the auction have been thoroughly authenticated by Graceland Authenticated, the Graceland affiliated authentication and appraisal service for collectors and fans. Graceland Authenticated sets a new standard for pop culture authentication and appraisal to ensure pop culture artifact accuracy.

FRIDAY, JANUARY 8

Elvis Birthday Proclamation Ceremony

9:30 a.m. CST Graceland's North Lawn

Graceland/EPE officials and Memphis and Shelby County officials will celebrate with a birthday cake cutting and a proclamation of Elvis Presley Day. Fans who are unable to attend can watch the ceremony live via [Elvis Presley's Graceland Livestream](#) and on Periscope at [Periscope.tv/visitgraceland](#) or listen on [Elvis Radio](#), SiriusXM Channel 19. Complimentary birthday cake & coffee will be served to all visitors starting at 10:30 a.m. at the Chrome Grille in Graceland Plaza.

Official Graceland Insiders Reception and Evening Graceland Tour

6:00 p.m. - 9:00 p.m. CST Graceland Plaza

A special birthday event reserved exclusively for members of the Official Graceland Insiders. Special guests will be pianist **Glenn Derringer**, who performed on the same

Dorsey Brothers Stage Show program on CBS where Elvis made one of his earliest national network television appearances in March 1956; and **June Juanico**, a former beauty queen and an Elvis Presley fan from Biloxi, Mississippi, whom Elvis dated in 1955 and 1956.

SATURDAY, JANUARY 9

Fan Club Presidents' Event

10:00 a.m. – 12:00 p.m. CST Graceland Archives Studio

Elvis fans are invited to celebrate the work of Elvis Presley fan clubs during this special event. The event will also include guest speakers **Glenn Derringer** and **June Juanico**.

The Memphis Symphony Orchestra - Love Me Tender: The Great Elvis Love Songs

7:30 p.m. CST Cannon Center for the Performing Arts, downtown Memphis

The Memphis Symphony Orchestra will perform Elvis Presley love songs in this astonishing salute featuring fan-favorite Terry Mike Jeffrey. Tickets on sale through the Orchestra by calling 901-537-2500 or by visiting MemphisSymphony.org.

SUNDAY, JANUARY 10

Hound Dog Tour: A Musical City Tour Celebrating Elvis By Backbeat Tours

1:00 p.m. CST Departs from BB King's Blues Club, 143 Beale Street

Join Backbeat Tours for an Elvis tribute tour with a twist! As unique as the man himself, the Hound Dog Tour takes a one-of-a-kind approach to sharing Elvis' legacy in a high-energy concert and sightseeing tour all rolled into one. For tickets, call Backbeat Tours at (901) 527-9415.

For a complete listing of all Elvis Birthday Celebration events and to purchase tickets, visit Graceland.com. Tickets to Elvis Birthday Celebration events are non-refundable.

About 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 "Graceland Presents ELVIS: The Exhibition" at the Westgate Las Vegas Resort & Casino. Graceland Holdings LLC, led by managing partner Joel Weinschanker, is the majority owner of EPE. Auction A Circle dba Graceland Auctions TNG#5967 is the entity that manages Auctions at Graceland. 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.

Stay connected to Elvis Presley's Graceland:

<http://www.graceland.com/>

<https://www.facebook.com/ElvisPresleysGraceland>

@VisitGraceland on Twitter, Instagram and Periscope

Graceland Blog: <http://blog.graceland.com/>

Graceland Podcast: <http://www.graceland.com/connect/podcast.aspx>

<https://www.youtube.com/user/OfficialGraceland>

Livestream events: <https://livestream.com/ElvisPresleyGraceland>

SiriusXM's Elvis Radio, Channel 19: <http://www.siriusxm.com/Elvisradio>

###