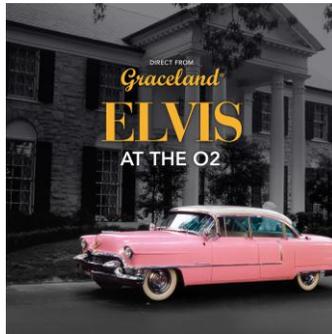




entertainment • lifestyle • music

ELVIS AT THE O2

THE EXHIBITION OF HIS LIFE – DIRECT FROM GRACELAND®



***** NEW EXHIBIT *****

**ELVIS' PINK CADILLAC TO BE DISPLAYED FROM
WEDNESDAY 17th JUNE**

ELVIS AT THE O2 EXHIBITION EXTENDS TO 10th JANUARY 2016

TICKETS AVAILABLE NOW!

One of the world's most iconic cars, Elvis Presley's™ Pink Cadillac, will be displayed at *Elvis at The O2: The Exhibition of His Life* for a limited time, beginning Wednesday 17th June, having been shipped over from Graceland especially. The Pink Cadillac will take pride of place for a limited time alongside the hundreds of iconic items from the Graceland Archives, which are already on display. Due to overwhelming demand and tremendous critical acclaim, the exhibition is now extending to 10th January 2016. Tickets are available to buy now via www.elvisattheo2.com.

The Pink Cadillac will arrive at *Elvis at The O2* Exhibition in time to celebrate its 60th anniversary year and marks the first time that the car will be on display outside of Graceland. Bought by Elvis on 7th July 1955, the car was originally blue with a black roof, but Elvis had the body work re-painted pink to replace the first pink Cadillac, which had been destroyed after brake lining had caught fire and set the car alight while Elvis was driving back from a gig on 5th June 1955. The car kept its black roof until an accident in September 1955. It was then that Elvis had the upholstery replaced, the body work retouched and the roof painted white.

Priscilla Presley who opened the exhibition at a star-studded gala last year says: "The Pink Cadillac meant so much to Elvis and his mother Gladys, and became one of the most famous cars in history. It's indeed exciting to bring this iconic car to the Elvis At The O2 Exhibition and have it on display for the first

time outside of Graceland, as we mark its 60th anniversary year. The response to The O2 Exhibition has been extraordinary, so my daughter Lisa and I are very pleased that we can extend its run, to ensure that everyone gets a chance to see all of the treasured items from Graceland up close, and experience the man and artist in such a memorable way.”

Elvis Presley’s Pink Cadillac has been on permanent display at Graceland for over 30 years, formerly under a carport adjacent to the mansion before being placed in the Elvis Presley Automobile Museum at Graceland. The car was once again brought to the front drive entrance of Graceland in June 2006, during a visit of President George W. Bush and the Prime Minister of Japan, Junichiro Koizumi.

The exhibition organisers are pleased to announce that the exhibition, the largest Elvis retrospective ever mounted in Europe, will now be extended until 10th January 2016, instead of closing as planned at the end of August 2015, to ensure that fans of Elvis can celebrate his birthday on 8th January. Since opening in December last year, the exhibition has received rave reviews from fans and the media alike, and has been one of the most popular music and pop culture exhibitions ever to open in the United Kingdom.

Exhibition curator and Graceland Director of Archives Angie Marchese says: “We’re thrilled to be bringing Elvis’ legendary Pink Cadillac to The O2. This car had such a close link to Elvis and his mother, Gladys, as well as his entourage, who often drove it. It’s been referenced in films and songs for decades and now it comes to London for everyone to see. We’re delighted that the exhibition is now extending to 10th January to ensure that fans can mark what would have been Elvis’ 81st birthday on 8th January.”

Elvis at The O2: The Exhibition of His Life chronicles the rise of the rock ‘n’ roll icon and how Elvis impacted popular culture around the world through his music, movies and personal style. From his humble beginnings to his meteoric rise to fame, the exhibition will explore the Elvis mania that first swept America and then the world, ground-breaking recording sessions, record-breaking concert tours, his military service, Hollywood film career and influence on fashion. Most importantly, visitors will get an intimate peek behind the gates of Graceland and come to know the man hailed as the King of Rock ‘n’ Roll™, who strived to be the best possible father, son and friend.

With over 300 artefacts direct from the Presley’s treasured Graceland Archives, the incredible collection includes automobiles, personal items, historical documents, iconic stage costumes, guitars, photography, as well as gold and platinum records. In addition to dazzling audio and video presentations, even the famous pool table Elvis played on with The Beatles is on display. The Pink Cadillac will be displayed at the exhibition alongside the 1956 Lincoln Continental in the main hub of the exhibition for several months, before it returns to Graceland in Memphis.

Other items from Graceland seen in London for the first time include:

- "TCB" (Taking Care of Business) ring, 16 total karats with a centre solitaire of 11.5 karats
- The champagne bottle from Elvis' wedding to Priscilla signed by them both
- The bongo drums that Priscilla gave Elvis as a Christmas present when they first met
- The Gold Plated Telephone from the side of Elvis' bed at Graceland
- Red 1960 MG Roadster from the film Blue Hawaii
- Elvis' personal wallet containing photos of a young Lisa Marie Presley
- Elvis' personal keys to Graceland

For more information please contact:

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Listings information:

All ticket prices are subject to a booking fee

To book, please visit www.elvisattheo2.com or call 0844 856 0202

Opening times:

First entry: 10am

Last entry: 7pm (Close: 8.30pm)

Connect with Elvis at The O2:

Facebook: [Facebook.com/ElvisPresleysGraceland](https://www.facebook.com/ElvisPresleysGraceland) Twitter: @ElvisExhibition / #ElvisattheO2

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 450-room hotel to be built in Memphis, as well as the Graceland Archives, featuring thousands of artefacts 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 – The Show – The Experience" at the Westgate Las Vegas Resort & Casino. 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 www.graceland.com.