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Graceland Celebrates Elvis' Birthday with Special Events and New "Hollywood Backlot" Exhibit Opening

New Exhibit at "Elvis Presley's Memphis" Entertainment Complex Features Sets and Artifacts from "Sun Records" Television Series

Memphis, Tenn. – January 8, 2018 – [Graceland](#)® guests from around the world gathered on the front lawn of Elvis Presley's™ iconic home this morning to celebrate Elvis' birthday, joining city officials and Graceland executives as Shelby County Mayor Mark Luttrell, Jr. read the official proclamation for "Elvis Presley Day" in Memphis and Shelby County. The specially-prepared birthday cake was a tribute to Elvis' 1968 Comeback Special, as Graceland kicks off its year-long celebration of the 50th anniversary year of this milestone TV event.

Weekend birthday festivities included The Auction at Graceland, which saw over a half-million dollars in winning bids for unique Elvis memorabilia, a concert featuring the Memphis Symphony Orchestra, panel discussions at [The Guest House At Graceland](#)® resort featuring Elvis' movie co-stars and those who knew Elvis in his early years, and evening tours of the Mansion and the new [Elvis Presley's Memphis](#)™ exhibit and entertainment complex.

Graceland also marked the occasion by officially opening its newest exhibit at Elvis Presley's Memphis. The "Hollywood Backlot" exhibit features production sets and artifacts from the acclaimed television series "Sun Records," produced by ThinkFactory Media and executive produced by Leslie Greif. Filmed in Memphis and aired on CMT network in 2017, the eight-episode series chronicled the meteoric rise to fame of pioneering musicians Elvis Presley, Johnny Cash, Carl Perkins and Jerry Lee Lewis. Guided by Sun Records founder and producer Sam Phillips, these young musicians combined the styles of "hillbilly country" with the 1950s R&B sound created by artists like Muddy Waters, B.B. King, Fats Domino and Ike Turner, and changed the course of music forever.

Included in this one-of-a-kind exhibit are iconic set pieces that will transport guests back to the historic Memphis Recording Service studio and WHBQ Radio – exactly as these legendary locations appeared in the series, set in the late 1950’s during the birth of rock ‘n’ roll.

Musician Will Tucker, who portrayed Elvis’ guitarist Scotty Moore in the series, joined the ceremony as the ribbon was cut to officially open this one-of-a-kind exhibit.

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 and its related properties, including Elvis Presley’s Memphis, Graceland’s new entertainment and exhibition complex over 200,000 square feet in size; the AAA Four-Diamond Guest House at Graceland 450-room hotel; and 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. 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 10 Best 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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