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GRACELAND CELEBRATES ELVIS' BIRTHDAY AS *THE GUEST HOUSE AT GRACELAND* TAKES RESERVATIONS FOR UNPRECEDENTED CELEBRATION EVENTS

Guest House at Graceland Grand Opening Celebration, October 27-30, 2016, and Elvis Birthday Celebration, January 5-8, 2017, Now Available for Reservations in New 450-Room Graceland Resort

MEMPHIS, Tenn. – January 8, 2016 - Hundreds of Elvis™ fans from around the world gathered on the front lawn of [Graceland](#)® today to celebrate Elvis Presley's™ birthday as construction of [The Guest House at Graceland](#) the new, 450-room, full-service, world-class resort opening later this year, continued at a rapid pace just steps away from iconic mansion in Memphis. Graceland officials and the Memphis and Shelby County Mayors officially celebrated with a birthday cake cutting and a proclamation of Elvis Presley Day on the front lawn of Graceland. Complimentary birthday cake was served to all visitors throughout the day in Graceland Plaza. Other birthday events include the opening of the new "**Elvis in Hollywood: From Teen Idol to Leading Man**" exhibit, fan club gatherings and a special concert by the Memphis Symphony Orchestra.

It was also announced today The Guest House at Graceland is now taking room reservations for the 2017 Elvis Birthday Celebration, January 5-8, 2017. The 2017 Birthday event will be the biggest Elvis Birthday Celebration event in Graceland history, with major celebration events taking place "indoors" on the Graceland campus for the first time, in addition to the annual Proclamation ceremony on the front lawn of Graceland. To make Guest House at Graceland reservations, visit [Graceland.com/GuestHouse](#) or call Graceland reservations at 800-238-2000 or 901-332-3322.

Reservations for the historic, star-studded Guest House at Graceland Grand Opening Celebration, October 27-30, 2016, which first went on sale several weeks ago, continue to be

booked at an incredible pace, and room availability is now limited. The opening weekend celebration will feature Presley family members and a full roster of Elvis friends and VIPs.

Reservations at The Guest House are also being accepted for November and December 2016 with special events planned throughout these debut weeks, including Graceland's annual Christmas Lighting weekend, November 17-20, 2016.

The Guest House at Graceland is the most significant enhancement to Graceland since it opened to the public in 1982 and the largest hotel project in Memphis in over 90 years. It was recently named by the *Sydney Morning Herald* in Australia and *The Points Guy* travel blog as one of the 16 most exciting hotel openings worldwide in 2016. Inspired by Elvis' iconic home, aspects of The Guest House at Graceland will reflect Elvis' personal style and the unique character of Graceland, from the southern colonial exterior to themed specialty suites, many with designs supervised by Priscilla Presley.

The 2016 birthday celebrations conclude this Sunday, January 10, with special Elvis tribute tours of Memphis in addition to the regular tours of the Graceland mansion and grounds.

For more information about The Guest House at Graceland, visit Graceland.com/GuestHouse, call Graceland Reservations at 800-238-2000 or 901-332-3322 or email reservations@graceland.com.

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 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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