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“THE AUCTION AT GRACELAND” TO FEATURE ELVIS’ “ALOHA FROM HAWAII” GUITAR

***The January 7 Graceland-Authenticated Auction will kick-off three day
Elvis Birthday Celebration at Graceland in Memphis***

MEMPHIS, Tenn. – December 15, 2015 -- During the Elvis Presley Birthday celebration at Graceland, collectors, fans and pop culture enthusiasts from around the world 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 the documentary concert 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.

[The Auction at Graceland](#) will be held Thursday, January 7 at 8:00 p.m. EST/7:00 p.m. CST in the Graceland Archives Studio, as the kick-off event for the three day Elvis Birthday Celebration. Other highlights among the 126 authenticated artifacts consigned for auction are 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 and 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.

Every artifact is authenticated by Graceland Authenticated, LLC. All of the items in the auction will be offered from third-party collectors and none of the items will come from the treasured Graceland Archives. The mansion and all artifacts in the Graceland Archives continue to be owned by Lisa Marie Presley and are not for sale.

Other auction highlights include:

- 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
- ❑ Elvis Presley Complete Movie Poster Collection - Representing All 33 Films! (34 Total Posters) Estimate: \$12,000 - 15,000
- ❑ Elvis Presley and Colonel Parker Signed Concert Contract for November 22-25, 1956, Ohio Shows. Estimate: \$10,000 - 15,000
- ❑ Gold Baume & Mercier Watch Gifted by Elvis Presley to Imperials Member Armond Morales at International Hotel, 1969. Estimate: \$10,000 - 15,000
- ❑ RCA Award Presented to Colonel Tom Parker for One Million Sales of Elvis Presley's 1956 "Hound Dog". Estimate: \$8,000 - 10,000

The 1969 Custom Gibson Ebony Dove guitar and most of the auction lots can be viewed at the Elvis Presley Automobile Museum at Graceland in Memphis December 21 through January 7 from 10:00 a.m. to 4:00 p.m. CDT.

Several of the artifacts are now on display at Graceland's new Las Vegas exhibition -- "Elvis: The Exhibition" at the Westgate Las Vegas Resort & Casino. The Westgate is the same venue that was originally known as the International Hotel and then the Las Vegas Hilton when Elvis performed in its historic showroom. Auction items on display at the Westgate Las Vegas exhibition through January 2 include the gold-toned microphone and cord used on stage in 1969 at the International and a concert song list with Elvis' handwritten corrections from a 1969 International show.

The Auction at Graceland collectible catalog is now available to order at ShopGraceland.com and features more than 150 pages, including photos and details of all the auction items. Admittance to the live auction event is by ticket only, which will be available for purchase at Graceland on January 7 at the Graceland ticket pavilion between the hours of 10:00 a.m. and 5:00 p.m. CST. Registered bidders can reserve a paddle for in-person bidding by emailing auctioninfo@graceland.com. Advance registration is recommended. Online bidding starts on December 16. To register and bid online visit GracelandAuctions.com.

For more information about how to submit items for authentication by Graceland Authenticated, please visit www.gracelandauthenticated.com. To have an artifact considered for inclusion in future Graceland Auctions, please email consignments@graceland.com.

Photos of specific auction items are available by request to david@thebeckwithcompany.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 recently-announced Guest House at Graceland 450-room hotel to be built in Memphis, 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. Auction A Circle and Graceland Auctions

TNGL#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.

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SiriusXM's Elvis Radio, Channel 19

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