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## **RARE ELVIS ARTIFACTS TO BE FEATURED IN “AUCTION AT GRACELAND” DURING 80<sup>th</sup> BIRTHDAY CELEBRATION IN MEMPHIS**

MEMPHIS, Tenn. – November 13, 2014 – Following the highly successful Auction at Graceland during Elvis Week 2014, music fans and pop culture collectors from around the world will once again have the opportunity to own a piece of history with a January 8, 2015 auction surrounding the annual birthday celebration at Elvis Presley’s Graceland in Memphis.

All 68 of the genuine Elvis artifacts from third-party collectors offered in the auction have been thoroughly researched and evaluated by Graceland Authenticated, which sets a new standard for pop culture authentication to ensure pop culture artifact accuracy.

The mansion and all artifacts in the Graceland Archives continue to be owned by Lisa Marie Presley and are not for sale.

The Auction at Graceland has quickly become the go-to source for authentic Elvis collectibles. Some of the signature items up for bid on January 8, 2015 include:

- **“My Happiness” Acetate** - Considered part of the “Holy Grail” of artifacts in rock ‘n’ roll history, Elvis’ first-ever recording is a 78 mm acetate produced at Memphis Recording Service (home of the Sun Record Company) in June of 1953. Elvis paid \$4 USD for what was said to be a gift for his mother. It features the songs “My Happiness” (Side A), which is the only Elvis recording that exists of this song and “That’s When Your Heartaches

Begin" (Side B). The Presley family didn't actually have a record player, so Elvis took the acetate to the home of friend Ed Leek, who did, where he listened to the results of his first studio recording session. Elvis left the acetate behind at the Leek home and never gave it to his mother. This historical 78 acetate was the beginning of a revolution in the music industry and the start of an iconic legend. In private hands since it was created, Elvis' first recording is being offered for the first time since Elvis walked into that Memphis studio over 60 years ago.

- **Elvis' First Driver's License** - Issued on March 24, 1952, Elvis' first driver's license lists his date of birth as 1-8-35, occupation as student, hair color of brown, eyes as blue and height of 5'11. The original typed address on the Tennessee driver's license appears as 185 Winchester at the Lauderdale Courts public housing development in Memphis where the Presley family once lived. Penciled in is an updated address of 698 Saffarans Avenue in downtown Memphis. The paper license does not feature a photo and expired July 1, 1953. The license is listed as No 0197445 on the reverse and lists no violations.
- **Second Louisiana Hayride Contract** - Signed on September 8, 1955, by Elvis, Gladys and Vernon with all three of the Presley's signatures in bold red ink, this contract committed Elvis to perform every Saturday for one year, starting November 12, 1955. Early contracts signed by the whole Presley family are extremely rare - all three signatures were not required on contracts once Elvis turned 21, just four months after this contract was signed. The contract also features the signature of Louisiana Hayride's H.L. Logan who coined the phrase, "Elvis has left the building." Elvis' manager Colonel Tom Parker bought out the contract in 1956 after Elvis became an RCA recording artist and signed on to act in Paramount films.
- **Autographed copy of "That's All Right" 78 record #209** - The first professional recording of Elvis on the Sun Record label, Elvis autographed it for friend Ed Leek and it reads "To a good pal, Elvis Presley" in blue ink on the iconic Sun label. Considered by some music historians to be the rock 'n' roll equivalent of the "Shot Heard Round the World," this record jumpstarted the unprecedented craze over the future King of Rock 'n' Roll.
- **Jacket from "Viva Las Vegas"** - Shooting jacket that Elvis wore in a firing range scene with Ann Margret from his biggest box office success, "Viva Las Vegas." Originally from the MGM wardrobe collection, the casual brown and tan color jacket features four buttons, two front pockets and a tan patch on the upper right shoulder along with a MGM label sewn into the jacket.
- **TLC and TCB 14 Karat Gold & Diamond Necklaces** - Necklaces gifted by Elvis to Tish and Tommy Henley. Elvis was known to give the TCB (Taking Care of Business) to those men

close to him and TLC (Tender Loving Care) to the women who were close friends. Each necklace has 12 inset diamonds contained in the lightning bolt pendant with 14 karat gold rope chain designs.

The Auction at Graceland presented by Graceland Authenticated will take place January 8 at 7 p.m. CST at the new Archive Studio at Elvis Presley's Graceland in Memphis and will accommodate in person, online and phone bids. Items offered as part of the auction will be on display during traditional tour hours at Graceland starting January 5, 2015. Bidding will begin online two weeks prior to the live auction at [Graceland.com/Auction](http://Graceland.com/Auction).

The highly collectible and official print catalog for the Auction at Graceland will feature photos of Elvis and details of the items up for auction, plus a special Elvis poster insert. This exclusive catalog will be available for purchase starting November 28, 2014, at [Shop.Graceland.com](http://Shop.Graceland.com) for \$20 USD and offers an up-close look at these special pieces of Elvis history.

For more information about auction registration, auction fees or how to submit items for consideration by Graceland Authenticated for future auctions, visit [Graceland.com/Auction](http://Graceland.com/Auction).

Additional Birthday Celebration events to be held at Graceland will be announced in the coming weeks.

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**About Elvis Presley Enterprises, Inc.**

Elvis Presley Enterprises, Inc. (EPE), based in Memphis, manages the operations of Elvis Presley's Graceland, its related exhibits and attractions, including the Heartbreak Hotel, 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. Graceland is music's most important and beloved landmark, with hundreds of thousands of fans from around the world visiting the famous home each year. 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](http://www.graceland.com).

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