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## **‘ELVIS PRESLEY’S MEMPHIS’ ENTERTAINMENT COMPLEX AT GRACELAND WELCOMES FAMED ROCK BAND KISS TO LINEUP OF ARTISTS IN *ICONS: THE INFLUENCE OF ELVIS* Exhibit**

MEMPHIS, Tenn. - May 17, 2017 - The year-long 40th anniversary commemoration of the life and legacy of Elvis Presley continues in Memphis with additional artifacts being added to the recently opened *ICONS: The Influence of Elvis Presley* exhibit located at the new Elvis Presley’s Memphis entertainment and exhibit complex at Graceland.

Curated by the Graceland Archives team, the acclaimed *ICONS: The Influence of Elvis Presley Exhibit*, wouldn’t be possible without the cooperation of over 30 music artists and entertainers influenced by the King of Rock ‘n’ Roll. The groundbreaking exhibit celebrates Elvis Presley’s status as a music pioneer who paved the way for many of today’s musicians and celebrities by featuring original wardrobe, instruments and artifacts from Bruce Springsteen, Jimi Hendrix, Elton John, James Brown, Billy Joel and many more.

Joining the impressive lineup of artists and items included in the exhibit, starting May 17th, 2017, are costumes from one of rock’s most influential bands, KISS. The Rock and Roll Hall of Famers have released 44 albums and sold more than 100 million albums worldwide and are known for their signature stage costumes and now proudly take their place in an exhibition dedicated to Elvis’ influence on other pop culture icons.

Upon the announcement of KISS’ costumes to be displayed in Graceland’s exhibit, KISS co-founder Gene Simmons stated, “Elvis is King. Period.” KISS co-founder Paul Stanley added, “No one name says more than his... ELVIS. It roars while others whisper.”

**PHOTO ASSETS FOR PRESS CAN BE DOWNLOADED HERE:**

<https://spaces.hightail.com/receive/uJWoawzHZb>

Another recent addition to *ICONS: The Influence of Elvis Presley Exhibit* includes an Elvis-style jumpsuit worn by Dwayne “The Rock” Johnson during a 2016 Rock the Troops TV special. Opened on March 2<sup>nd</sup>, 2017, “Elvis Presley’s Memphis” at Graceland enables music fans, pop culture enthusiasts and Memphis visitors to follow the path that Elvis took, surround themselves with the things that he loved, and experience the sights and sounds of the city that inspired him. Guests to the 220,000 square foot facility will fully immerse themselves in his life and career like never before -- his roots, his influences and his artistry. While the acclaimed Graceland Mansion tour will continue to present the personal and family side of Elvis’ life, -- including Elvis’ racquetball court now fully restored so that it once again looks exactly

as it did when Elvis was last in the Racquetball Building -- “Elvis Presley’s Memphis” will tell the rest of the story, exploring the beginning of the incredible music and pop culture explosion that all started here in Memphis, with the greatest entertainer of all time.

The recent expansion significantly broadens the narrative of the stories told within the Graceland campus and increases the exhibition space, allowing curators the ability to showcase more artifacts from the Graceland Archives. Visitors now have a total of 15 attractions and exhibits to explore during a visit to Graceland.

To book your tour visit [Graceland.com](http://Graceland.com) or explore Guest House at Graceland hotel packages that includes tickets to tour “Elvis Presley’s Memphis,” visit [GuestHouseGraceland.com](http://GuestHouseGraceland.com) or call 901-332-3322 (toll-free at 800-238-2000).

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#### **About KISS:**

As America’s #1 Gold Record Award winning group of all time, and that’s in every category, KISS can easily be named one of rock’s most influential bands. The Rock N Roll Hall of Famers have released 44 albums and sold more than 100 million albums worldwide. Honored by their peers, KISS received the illustrious ASCAP Founders Award in 2015.

Over 40 years of record-breaking global tours have brought KISS to their fans. They kicked off their recent world tour with 5 headlining shows in Japan and a #1 single in 2014 “Samurai Son” with pop group, Momoiro Clover Z. Their 40th Anniversary World tour also rocked North America, South America and Australia. Additionally, once a year the “KISS Army” becomes the “KISS Navy” as fans from across the globe board the KISS Kruiise (this year will be their 5th voyage).

KISS teamed up with Warner Brothers in 2014 to create the well-received original movie ScoobyDoo and KISS: Rock And Roll Mystery. Other high-profile appearances have included the Super Bowl, the Winter Olympics, Rockin' The Corps concert, a FOX alliance with KISS appearing in multiple episodes of Family Guy, plus two special guest performances on American Idol finales.

KISS has been featured in major advertising and marketing campaigns for John Varvatos, Google Play, Hello Kitty— even appearing in a Dr. Pepper Super Bowl commercial and advertising campaign in support of their Hottest Show On Earth tour. This year represents the 3rd season of the LA KISS Arena Football League team bringing professional football back to Los Angeles. KISS founding band members Paul Stanley and Gene Simmons have also entered the culinary world by opening a string of successful restaurants aptly named Rock & Brews.

KISS is dedicated to numerous Veterans Organizations including: The Wounded Warriors Project, The USO, The U.S. Chamber of Commerce “Hire A Hero” program, The Legacy Organization in Australia, Help\_For Heroes United Kingdom and The Dr. Pepper Snapple Groups Wounded Warriors Support Foundations

For more information, visit [www.KissOnline.com](http://www.KissOnline.com)

#### **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](http://www.graceland.com)

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