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## **RARE ELVIS ARTIFACTS TO BE FEATURED IN FIRST-EVER “AUCTION AT GRACELAND”**

### ***Details Announced for Unprecedented Auction to Take Place at Graceland During Elvis Week in August***

MEMPHIS, Tenn. – July 22, 2014 – Highlights of the rare Elvis Presley artifacts to be included in the first-ever “Auction at Graceland” were announced today, along with registration and catalog ordering details for the auction, which will be held on Thursday, August 14, 2014 at 8 pm Eastern / 7 pm Central. Fans and collectors from around the world are expected to participate on site and online for this unprecedented auction, featuring artifacts authenticated by the new Graceland Authenticated. Among the items in the auction are rare and unique artifacts from the collection of Greg Page, founding member of The Wiggles® and one of the world’s biggest and well-known Elvis Presley collectors. Page’s items include Elvis’ 1976 Cadillac Seville, a Martin D-28 and Elvis’ copy of the original script for his first film, “Love Me Tender.” All of the items in the auction will be offered from third-party collectors and none of the items included in the auction 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.

The auction will be held on site at Graceland and powered by LiveAuctioneers for online bidding. Online auction registration and online bidding will start on August 1, 2014, when the full list of auction items and images will be released online. Visit [Graceland.com/Auction](http://Graceland.com/Auction) for a link to the online auction site.

The official print catalog is now available for ordering, featuring over 70 pages includes photos and details of all the auction items, plus two special bonus ticket replicas – one from Elvis’ 1973 Aloha from Hawaii concert and one from Elvis’ 1961 concert at Bloch Arena at Pearl Harbor -- direct from the Graceland Archives. This exclusive catalog offers an up-close look at these special pieces of Elvis history and is a wonderful collector’s item. More details on purchasing the catalog and auction registration are available at [Graceland.com/Auction](http://Graceland.com/Auction).

All of the Items included in the auction have been thoroughly authenticated by **Graceland Authenticated**, a new Graceland affiliated authentication and appraisal service for collectors and fans. Graceland Authenticated sets a new standard for pop culture authentication and appraisal to ensure pop culture artifact accuracy and provide evaluations of privately owned collections.

Among the 72 items to be included in the August 14 auction, notable items include:

#### **ELVIS PRESLEY SIGNATURE ON LIBRARY CARD**

A signed library card was found by the librarian at the school Elvis attended in Tupelo and this is one of the earliest known signatures from the would-be King of Rock 'n' Roll. Once the librarian realized Elvis' fame, she searched through all of the books borrowed from the library by Elvis to find his signature. This example is accompanied by a letter from the Graceland Archives the archives has no full Elvis Presley signature pre-dating the one appearing on the offered library card.

#### **1977 CADILLAC SEVILLE**

It is estimated that Elvis bought more than 200 Cadillacs in his life for family, friends, strangers and of course, his own private collection. Elvis' 1977 maroon and silver Cadillac Seville - V8 automatic is the last known Cadillac driven by the King of Rock 'n' Roll. This was also the last Cadillac that Elvis purchased for his own personal use.

#### **LOVE ME TENDER SCRIPT**

This is Elvis' own copy of the original script for the very first Elvis Presley movie, "Love Me Tender." The script's original title, "The Reno Brothers," is stamped on the front and spine of the script. That title was passed over because the young singing sensation had a new hit song out "Love Me Tender." That new title is handwritten in blue ink both directly above the stamped original title and in the upper right hand corner. Stamped in the upper left is the message "Please forward to: ELVIS PRESLEY."

#### **1969 LAS VEGAS SHOW AGREEMENT**

A blue folder entitled "Agreement Between Elvis Presley and Las Vegas International" contains a 13-page typed agreement. This contract is for the first of Elvis' 15 Las Vegas engagements. Not only was this Elvis' first concert appearance since 1961, but it set a Las Vegas record for both attendance and gross ticket sales. After opening night, Elvis performed two shows a day for the remainder of the engagement. The contract stipulates payment of \$100,000 per week.

#### **1975 MARTIN D-28 GUITAR**

This Martin D-28 Guitar was gifted by Elvis to his friend and bodyguard Sam Thompson in January of 1977 and comes with a letter of authenticity from Elvis' father, Vernon Presley.

#### **GEMSTONE, DIAMOND AND GOLD LION MASK PENDANT**

This 18kt gold custom-made pendant is set with 24 diamonds, two emeralds and one ruby. The piece was worn by Elvis on many occasions, including when he met President Nixon in the Oval Office at The White House.

For more information about how to submit items for consideration for authentication services by Graceland Authenticated and for consideration to be included in future Graceland Authenticated auctions, plus details on authentication service and auction fees, visit [Graceland.com/Auction](http://Graceland.com/Auction).

#### **About Elvis Presley Enterprises, Inc.**

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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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