

**Contact:**

Kevin Kern

Elvis Presley Enterprises, Inc.

[kkern@elvis.com](mailto:kkern@elvis.com) / 901-344-3127



## **60 YEARS OF ROCK 'N' ROLL – A CELEBRATION OF MEMPHIS MUSIC**

### **Graceland & Levitt Shell to Celebrate Elvis Presley's 1954 Music Milestone with Salute to Music Made in Memphis**

MEMPHIS, Tenn. – June 16, 2014 – Elvis Presley's Graceland and the Levitt Shell, in partnership with the Memphis Convention and Visitors Bureau and Sun Studio, proudly announce plans for a one night only music event set for July 5, 2014 at 7:30 PM on the 60<sup>th</sup> anniversary of Elvis Presley's historic Sun Studio recording session.

On July 5, 1954, a delivery truck driver named Elvis Presley walked into Sam Phillips small Union Avenue studio and that evening recorded "That's All Right" with guitarist Scotty Moore and bassist Bill Black. DJ Dewey Phillips later played the song July 8<sup>th</sup> nearly ten times in a row on WHBQ radio during the "Red, Hot and Blue" radio show. The switchboard lit up, rock 'n' roll was born and music changed forever.

The special July 5<sup>th</sup> concert, which will be free and open to the public, will take place at the historic Levitt Shell, site of the King of Rock 'n' Roll's first professional performance on July 30<sup>th</sup>, 1954, just 25 days after his history making recording session at Sun Studio.

"The roots of rock 'n' roll are in Memphis, this is the epicenter of a genre of music that not only moved the nation, but the world," said Kevin Kane, President of the Memphis Convention and Visitors Bureau. "It's defiant and daring; Elvis Presley's recording of 'That's All Right' at Sun Studio started a revolution and put Memphis on the music map. This celebration pays tribute to our history while showcasing Memphis artists that continue our rich musical legacy of today."

The event will not only celebrate Elvis and his music with an all-star lineup of Memphis musicians, but also honor the full breadth of the Memphis music story, showcasing classics by Booker T. & the MG's, Sam & Dave, Al Green and The Staples Singers, performed by critically-acclaimed artists of today's Memphis music scene.

Produced by Heartbeat Productions, confirmed acts scheduled to perform as part of the one night only salute to Memphis music:

- Joyce Cobb
- Andy Childs
- Marcus Scott
- Cuning Band
- Lane Chapel Singers

Support for this celebration of Memphis music was made possible by Elvis Presley's Graceland, Sun Studio, the Memphis Convention and Visitors Bureau and the Levitt Shell.

For more information about this and other 60<sup>th</sup> Anniversary of Rock 'n' Roll events, visit [Graceland.com](http://Graceland.com).

For more information about Orion 2014 Free Music Concert Series at the Levitt Shell, visit [Levittshell.org](http://Levittshell.org).

**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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