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## **FIRST-EVER “AUCTION AT GRACELAND” TO TAKE PLACE DURING ELVIS WEEK THIS AUGUST**

### ***Elvis Presley’s Graceland Launches “Graceland Authentication” to Ensure Artifact Accuracy for Elvis Collectors and Fans***

MEMPHIS, Tenn. – May 28, 2014 – Elvis Presley’s Graceland® will be hosting its first-ever auction of Graceland-authenticated Elvis® artifacts during Elvis Week in Memphis this August. This unprecedented “**Auction at Graceland**” will be the first auction of a limited number of Elvis artifacts authenticated by the archivists at Graceland, and the first-ever to take place at Graceland. The auction is scheduled for Thursday, August 14, 2014, with fans and private collectors from around the world expected to participate onsite and online. Graceland also announced the launch of **Graceland Authentication**, a new professional service for private Elvis Presley collectors, who can now have their artifacts authenticated and appraised by the highly-experienced archive staff at Graceland.

The Elvis Week auction will feature a number of rare and exceptional 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, as well as items from other private collectors. Graceland’s exhaustive authentication process for the auction will set a new “Gold Standard” for pop culture artifact authentication, ensuring that every Elvis item is the real thing. 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.

Graceland Authentication, a new Graceland-owned authentication and appraisal service, will enable the Graceland Archives staff to offer their services to collectors for the first time – not just for auctions, but also to ensure artifact accuracy and the value of privately-owned artifacts. With years of experience in artifact authentication, the Graceland archivists supervise and curate the largest collection of Elvis Presley and Graceland artifacts, memorabilia, clothing,

documents and photographs in the world. Graceland Authentication will also be coordinating and authenticating the Elvis Week auction submissions.

Graceland recently brought on Louis Bollman, a seasoned expert with tremendous experience in pop culture artifact and collectable auctions, who will be leading Graceland Authentication, working closely with the Graceland staff to ensure the highest quality authentication services and auctions.

“Graceland Authenticated will establish an entirely new standard of pop culture artifact authentication and appraisal,” stated Jack Soden, CEO. “Throughout the years, fans and collectors have come to us with amazing Elvis artifacts, asking us to authenticate their items. We’ve also seen Elvis memorabilia sold at auctions, which were not properly authenticated. We’re pleased that Graceland now has the staffing and infrastructure to evaluate these artifacts, determine if they are, in fact, actual Elvis items, and if so, give them the official Graceland Authenticated seal of approval.”

For more information on how to submit items for consideration for authentication services by Graceland Authentication, and for consideration of items to be included in the first-ever Elvis Week auction, please visit [Graceland.com/Auction](http://Graceland.com/Auction) and sign up to receive updates via email, along with upcoming details on Graceland Authentication service and auction fees.

**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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