



**Elvis Presley's Groundbreaking '68 NBC-TV Comeback Special Celebrated with Definitive 50<sup>th</sup> Anniversary Box Set Release**

**Deluxe 5CD, 2 Blu-ray Disc Set Collects All-Known Audio and Video from The Special in One Package For The First Time**

**Available Friday, November 30**

**October 23, 2018-New York, NY**-The 50<sup>th</sup> anniversary of Elvis Presley's groundbreaking 1968 NBC-TV "comeback" special will be commemorated with the release of a deluxe box set by RCA/Legacy Recordings, a division of Sony Music Entertainment, on Friday, November 30. The set arrives just days before the anniversary of the world premiere broadcast of the original special on December 3, 2018.

***Elvis Presley – '68 Comeback Special (50<sup>th</sup> Anniversary Edition)*** is the definitive chronicle of one of the greatest rock 'n' roll performances ever televised: Elvis Presley at the peak of his powers. For the first time ever, all previously-released audio and newly-restored video from the taping of the special will be available in one package – including unused performances and studio outtakes that spotlight the real Elvis. The package contains an entire disc showcasing the legendary sessions for the special recorded with Elvis and the Wrecking Crew.

The box set is available for pre-order now: <https://Elvis.lnk.to/68ComebackSpecialPR>

Fans who pre-order '***68 Comeback Special (50<sup>th</sup> Anniversary Edition)*** from Shop Graceland will receive an exclusive gift with purchase; a '68 Comeback Special 50<sup>th</sup> Anniversary Limited Edition Coin (while supplies last). Pre-order from Shop Graceland here: <https://Elvis.lnk.to/68ComebackSpecialPR/graceland>

This 5CD, 2 Blu-ray disc deluxe package also includes an 80-page book featuring rare photographs and ephemera and a new oral history on the special, crafted from interviews conducted for Thom Zimny's 2018 documentary, "Elvis Presley: The Searcher." The newly-restored Blu-ray video was also overseen by Zimny. The content from the box set will be released digitally as separate audio and video products on November 30<sup>th</sup>.

Also, being released on November 30<sup>th</sup> is the 2LP vinyl presentation of ***The King In The Ring***. Originally released on vinyl for the first time earlier this year in a limited edition run for Record Store Day, this 2LP set showcases the standout, intimate "sit down" sets from the '68 special. These laid-back live performances were recorded in the round before a small audience and featured a powerful ensemble, including guitarist Scotty Moore and drummer D.J. Fontana, both part of Elvis' original classic backing band.

The anniversary of this electrifying moment in rock n' roll history will continue into 2019 when NBC and Ken Ehrlich Productions team up for a 2-hour primetime television tribute to the original special.

***The 50<sup>th</sup> Anniversary of the Elvis Comeback Special*** will feature an all-star group of music superstars recreating the spectacle – even the staging – of that legendary night of song. In addition to the musical

performances, the production will include rare Elvis footage, outtakes and interviews from those involved in the original '68 Comeback Special.

The '68 Comeback Special (at the time titled "Singer Presents...ELVIS") aired on December 3, 1968 and was a pivotal broadcast event that upped-the-ante on Elvis' career, the evolution of pop culture and the history of television. By 1968, prior to the broadcast, Elvis was no longer seen by the mainstream as the atomic-powered rock and roll pioneer. Since his discharge from the United States Army in 1960, Elvis' career path careened through a string of low-budget (though often successful) formulaic films while the rock music scene was exploding with innovation, experimentation, and an urgency to complement the turbulent era. Elvis hadn't performed in public since 1961 and hadn't appeared on television since 1960.

The special, recorded over several sessions in June 1968, presented Elvis in a variety of settings, from spectacular production numbers ("Nothingville," "Saved," "Guitar Man," "Little Egypt," "Big Boss Man," "Let Yourself Go") to the intimate "sit-down" performances of classic Elvis hits, reuniting the artist with Scotty Moore and DJ Fontana, the guitarist and drummer who'd played alongside Elvis on his earliest records and shows. The black leather "sit-down" and "stand-up" sequences provided a retrospective of Elvis' career to that point, highlighted with the new song "Memories," written by Mac Davis specifically for the show. The special's transcendent closing number was Presley's now-classic, emotionally fueled performance of "If I Can Dream," an anthemic new song penned especially for Elvis and the special by W. Earl Brown.

The special was the most-viewed television program in America the week it aired and firmly reestablished Elvis as a major musical and cultural force. "I think the '68 Special gave him the confidence to get on the road again, knowing that people accepted him," said Priscilla Presley. "That show was so successful that he just knew this is what he wanted to do, go back and be with an audience."

The success of the '68 Special reignited Presley's career in a major way. Shortly after the special aired, Elvis entered American Sound Studio in Memphis for the sessions that generated "Suspicious Minds," one of his most enduring #1 hits, and his country-soul masterpiece *From Elvis In Memphis* (which included the chart-topping "In The Ghetto"). 1969 saw Elvis return to live performance with a record-breaking engagement at The International Hotel in Las Vegas, kickstarting a regular run of live shows that lasted for the rest of his career.

For an in-depth behind the scenes look at the making of the '68 Comeback Special, Director/Producer Steve Binder has written the new book, "Comeback '68 / Elvis: The Story Of The Elvis Special." Now available at [ShopGraceland.com](http://ShopGraceland.com). According to Binder, "The only time in network history, I think, that in prime time a variety special for a star like Elvis had no guest stars. He was the star, period."

"I never saw Elvis perform," said Priscilla Presley. "I only I only saw him for the first time in the '68 Special. And I could not believe what I saw. It was like, oh my gosh, I get it. I get it. To actually see him on stage, walk out there, and own that stage. I'd never seen anyone control an audience like that in my life, with his magnetism, his energy, his look. It was like he rehearsed that show all his life."

For millions of fans, including a young Bruce Springsteen, the Elvis 68 Comeback Special was a life-changing event. "I remember I waited for weeks for the '68 Special," Springsteen recollected recently. "I knew it was coming. I can remember exactly where our TV was set up in the dining room, the exact place I was sitting. I mean, it's one of those things that's imprinted on my memory forever."

**Elvis Presley – '68 Comeback Special (50<sup>th</sup> Anniversary Edition)**

**CD1:** *ELVIS (NBC-TV Special)* original album and outtakes

**CD2:** First "sit-down" and "stand-up" shows – June 27 and 29, 1968

**CD3:** Second "sit-down" and "stand-up" shows – June 27 and 29, 1968

**CD4:** First and second rehearsals in Elvis' dressing room – June 24 and 25, 1968

**CD5:** The Wrecking Crew Sessions: studio outtakes from the special – June 20-23, 1968

**BD1-2:** Original and extended cuts of television special, complete "sit-down" and "stand-up" shows and outtakes

**ELVIS PRESLEY – '68 COMEBACK SPECIAL (50<sup>TH</sup> ANNIVERSARY EDITION)**

**CD 1**

**The Original Album**

1. Trouble / Guitar Man (Opening)

2. Medley:

Lawdy, Miss Clawdy

Baby, What You Want Me To Do

Dialogue; Medley: Heartbreak Hotel / Hound Dog / All Shook Up

Can't Help Falling In Love

Jailhouse Rock

Dialogue; Love Me Tender

3. Medley:

Dialogue; Where Could I Go But To The Lord / Up Above My Head / Saved

4. Medley:

Dialogue; Blue Christmas (5:34)

Dialogue; One Night

5. Memories

6. Medley:

Nothingville / Dialogue; Big Boss Man / Guitar Man / Little Egypt / Trouble / Guitar Man

7. If I Can Dream

**Bonus Cuts**

8. It Hurts Me (splice/edit of part 1 – take 7, part 2 – take 7 & part 1 – take 6)

9. Let Yourself Go (splice/edit of part 1 – take 1 & part 2 – take 2)

10. Memories

11. If I Can Dream

**CD 2**

**First "Sit Down" show**

1. That's All Right

2. Heartbreak Hotel

3. Love Me

4. Baby, What You Want Me To Do

5. Blue Suede Shoes

6. Baby, What You Want Me To Do

7. Lawdy, Miss Clawdy

8. Are You Lonesome Tonight?

9. When My Blue Moon Turns To Gold Again

10. Blue Christmas

11. Trying To Get To You

12. One Night
13. Baby, What You Want Me To Do
14. One Night
15. Memories

**First "Stand Up" show**

16. Heartbreak Hotel
17. Hound Dog
18. All Shook Up
19. Can't Help Falling In Love
20. Jailhouse Rock
21. Don't Be Cruel
22. Blue Suede Shoes
23. Love Me Tender
24. Trouble
25. Baby, What You Want Me To Do
26. If I Can Dream

**CD 3**

**Second "Sit Down" show**

1. Heartbreak Hotel
2. Baby, What You Want Me To Do
3. Introductions
4. That's All Right
5. Are You Lonesome Tonight?
6. Baby, What You Want Me To Do
7. Blue Suede Shoes
8. One Night
9. Love Me
10. Trying To Get To You
11. Lawdy, Miss Clawdy
12. Santa Claus Is Back In Town
13. Blue Christmas
14. Tiger Man
15. When My Blue Moon Turns To Gold Again
16. Memories

**Second "Stand Up" show**

17. Heartbreak Hotel
18. Hound Dog
19. All Shook Up
20. Can't Help Falling In Love
21. Jailhouse Rock
22. Don't Be Cruel
23. Blue Suede Shoes
24. Love Me Tender
25. Trouble/Guitar Man
26. Trouble/Guitar Man
27. If I Can Dream

## **CD 4**

### **First rehearsal**

1. I Got A Woman
2. Blue Moon / Young Love / Oh, Happy Day
3. When It Rains It Really Pours
4. Blue Christmas
5. Are You Lonesome Tonight? / That's My Desire
6. That's When Your Heartaches Begin
7. Peter Gunn Theme
8. Love Me
9. When My Blue Moon Turns To Gold Again
10. Blue Christmas / Santa Claus Is Back In Town

### **Second rehearsal**

11. Danny Boy
12. Baby, What You Want Me To Do
13. Love Me
14. Tiger Man
15. Santa Claus Is Back In Town
16. Lawdy, Miss Clawdy
17. One Night
18. Blue Christmas
19. Baby, What You Want Me To Do
20. When My Blue Moon Turns To Gold Again
21. Blue Moon Of Kentucky

## **CD 5**

### **The Wrecking Crew Sessions**

1. Nothingville (Guitar Man's Evil #1) - takes 5 & 6
2. Guitar Man (Guitar Man's Evil #1) - take 2
3. Let Yourself Go, part 1 (Guitar Man's Evil #2) - take 5 & 7/M
4. Let Yourself Go, part 2 (Guitar Man's Evil #3) - take 7/M
5. Guitar Man (Escape #1, fast) - takes 1, 2 & 5
6. Big Boss Man (Escape #3) - take 2
7. It Hurts Me, part 1 (Escape #4) - take 5
8. It Hurts Me, part 2 (After Karate #1) - take 3
9. Guitar Man (After Karate #2) - take 1
10. Little Egypt (After Karate #2) - take 6
11. Trouble / Guitar Man (After Karate #3) - take 2
12. Sometimes I Feel Like A Motherless Child / Where Could I Go But To The Lord (Gospel #1) - rehearsal & take 1 (5:23)
13. Up Above My Head / Saved (Gospel #2) - takes 4 & 7
14. Saved (Gospel #3) - takes 2 & 4
15. Trouble / Guitar Man (Opening) - takes 6 & 7
16. If I Can Dream - take 1
17. If I Can Dream - takes 2, 3 & 4
18. Memories - takes 3 & 4/vocal overdub #1
19. Let Yourself Go (closing instrumental)

### **Blu-ray Disc 1:**

Elvis NBC TV Special originally broadcast on December 3, 1968

Black Leather Sit-Down Show #1 - June 27, 1968  
Black Leather Sit-Down Show #2 - June 27, 1968  
Black Leather Stand-Up Show #1 - June 29, 1968  
Black Leather Stand-Up Show #2 - June 29, 1968

**Blu-ray Disc 2:**

Trouble/Guitar Man TV Show Opener - June 30, 1968 - All Takes and Raw Components  
If I Can Dream TV Show Closer - June 30, 1968 - All Takes  
Huh-Huh-Huh Promo - June 30, 1968  
Elvis Closing Credits Without Credit Roll - June 30, 1968  
If I Can Dream Special Music Video 2004 - June 30, 1968  
Gospel Production Number - All Takes and Raw Components  
Guitar Man Production Number - All Takes and Raw Components  
Blu-ray Special Feature Re-Cut

**Musicians**

Vocal & guitar: Elvis Presley

June 20-23 & 29

The Wrecking Crew:

Guitar: Tommy Tedesco

Guitar: Mike Deasy

Guitar: Al Casey

Bass & keyboards: Larry Knechtel

Bass: Charles Berghofer

Piano: Don Randi

Drums: Hal Blaine

Percussion: John Cyr

Percussion: Elliot Franks

Bongos: Frank DeVito

Harmonica: Tommy Morgan

The NBC Orchestra conducted by Billy Goldenberg

June 20-23

Vocals: The Blossoms: Darlene Love, Fanita James, Jean King

Vocals: Julie Rinker, B. J. Baker, Frank Howren, Bill Lee, Gene Merlino, Thurl Ravenscroft, Bill Brown, Joe Eich, Elaine Black, Dean Parker, Jack Gruberman, Sally Stevens, Jackie Ward, Ronald Hicklin, Tom Bahler, Mitch Gordon

June 24 & 25

Guitar: Elvis Presley

Guitar: Scotty Moore

Percussion: D. J. Fontana

And friends

June 27

Guitar: Elvis Presley

Guitar: Scotty Moore

Guitar & Vocals: Charlie Hodge

Guitar case used as Drums: D. J. Fontana

Percussion: Alan Fortas

Tambourine: Lance Legault

**ELVIS PRESLEY – THE KING IN THE RING 2LP**

Disc 1, Side A

1. That's All Right
2. Heartbreak Hotel
3. Love Me
4. Baby What You Want Me To Do
5. Blue Suede Shoes
6. Baby What You Want Me To Do
7. Lawdy, Miss Clawdy

Disc 1, Side B

1. Are You Lonesome Tonight?
2. When My Blue Moon Turns To Gold Again
3. Blue Christmas
4. Trying To Get To You
5. One Night
6. Baby What You Want Me To Do
7. One Night
8. Memories

Disc 2, Side C

1. Heartbreak Hotel
2. Baby What You Want Me To Do
3. Introductions
4. That's All Right
5. Are You Lonesome Tonight?
6. Baby What You Want Me To Do
7. Blue Suede Shoes
8. One Night

Disc 2, Side D

1. Love Me
2. Trying To Get To You
3. Lawdy, Miss Clawdy
4. Santa Claus Is Back In Town
5. Blue Christmas
6. Tiger Man
7. When My Blue Moon Turns To Gold Again
8. Memories

**For more information, please contact:**

Maria C. Malta, [Maria.Malta@sonymusic.com](mailto:Maria.Malta@sonymusic.com), 212-833-6511