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## Graceland, The World's Most Famous Music Destination, Announces Major Live Music Partnership with Live Nation

*First group of shows being announced in coming weeks. Fans of live music are encouraged to sign up for [LiveFeed](#) to get information on shows and exclusive promotions.*

**MEMPHIS, Tenn.** (December 14, 2018) - [Graceland](#),<sup>®</sup> home of Elvis Presley, the artist who started a musical revolution, announces a commitment to become the top live music destination in the region. In partnership with Live Nation, **Graceland Live** will bring year-round live music and live entertainment events to the **Graceland Soundstage** and the **Graceland Guest House Theater**, two new state-of-the-art venues, with built-in sound, lights and video, located on the campus of the most famous music destination in the world.

Beginning in early 2019, Graceland Live will host icons, national touring artists and rising stars across the spectrum of musical genres. The Graceland Guest House Theater, located within Graceland's AAA Four Diamond resort, gives fans a powerful, yet intimate experience with its leading-edge sound and light capability and 464-seat capacity making every seat a great one. Across the street in the heart of the 200,000 square foot Elvis Presley's Memphis complex, the Graceland Soundstage is an extremely flexible venue that, depending on the artist, can be transformed from a club-like environment to a full-production performance accommodating over 2,000 fans. Two giant 20' x 12' screens offer easy viewing from any seat. Whether the show is small or large in scale, both venues will give fans a phenomenal setting to enjoy an amazing array of artists and groups that not only represent the ever-expanding influence of Elvis, but reflect his love of all music.

"Memphis was the epicenter of a number of musical genres, and with this announcement, we plan to bring Memphis back to its rightful place as the center for live music," said Joel Weinshanker, Managing Partner, Graceland Holdings, LLC. "Fans and artists alike have asked us for years to bring more live music to Graceland. Now, with two phenomenal venues, one-of-a-

kind amenities and an exclusive partnership with Live Nation, the international leader in entertainment, we are ensuring premium experiences for our audiences.”

COO of Live Nation Clubs & Theaters Ben Weeden said, “We’re proud to be working with one of the singular iconic and transformational music brands on earth. We’re anticipating a creative partnership that will play a role in honoring such a historic artist and the place he called home.”

Weinshanker added, “Elvis always cited such a broad range of influences that shaped his music. It is only fitting that we bring an incredibly wide array of styles and genres back to his home and believe the first group of shows we are announcing today reflect exactly that.”

As the announcement of the first group of 2019 shows is imminent, music lovers are encouraged to visit <https://www.gracelandlive.com> and sign for LiveFeed. This insider’s guide to all things Graceland Live will notify fans of new, upcoming shows and exclusive promotions including discounts for ticket buyers on immersive [Graceland experiences](#) and rooms at [The Guest House](#) so that they can extend their show into an unforgettable entertainment experience.

Heading to Graceland, located less than 15 minutes from downtown Memphis, for an incredible night of music is a one-of-a-kind experience, as both venues offer a host of unique amenities and activities, as well as, secure on-site parking steps away from the show. Fans visiting the Graceland Guest House Theater can enjoy nightly happy hour, dining at two full-service restaurants, or simply hang out in the chic hotel lobby inspired by Elvis’ personal style. For those attending shows at Graceland Soundstage, Elvis Presley’s Memphis - the world’s most comprehensive Elvis and Elvis-related museum - is mere steps away. Dining options on-site include Classic American cuisine at Gladys’ Diner (yes, Peanut Butter and Banana sandwiches are available), Memphis BBQ and Southern fare at Vernon’s Smokehouse and delicious desserts at Minnie Mae’s Sweets. Any show at Graceland Live will be a memory making moment.

“We not only want our concert-goers to enjoy amazing live music,” said Weinshanker. “We want them to explore and experience the new world of Graceland. Offering exclusive discounts and room packages to ticket holders is our invitation, because when we say, *‘If you haven’t been to Graceland lately, you haven’t been to Graceland,’* we absolutely mean it.”

[Graceland Soundstage](#) is the centerpiece of Elvis Presley’s Memphis, a 200,000 square foot entertainment complex featuring a full city block of museums, restaurants, and shops dedicated to the legend of Elvis Presley. Located less than 15 minutes from downtown Memphis, this exciting new live music venue can accommodate more than 1500 fans (seated) and over 2000 standing. Graceland Soundstage features state-of-the-art sound and lighting, two giant 20’ x 12’ screens for easy viewing and full premium bars and concessions. The complex offers more than 10 fascinating exhibits such as Elvis the Entertainer Career Museum, Presley Motors Automobile Museum and numerous pop culture exhibits including ICONS, as well as safe and convenient parking and two full-service restaurants for concert-goers to enjoy before or after the show.

[Graceland Guest House Theater](#) is a beautiful 464 seat, stadium-style venue opened in Fall 2016 as part the AAA Four Diamond resort hotel that includes 430 guest rooms, 20 specialty suites, conference facilities, and a pool.

**About Live Nation Clubs & Theaters** Live Nation Clubs & Theater division promotes nearly 15,000 shows in over 125 venues across the United States. With 78 owned/operated/managed clubs and theaters and 50 additional exclusive or preferred booking partnerships, the Live Nation Entertainment Club & Theater portfolio, a division of Live Nation, is wide-ranging and includes the legendary Fillmores and the intimate House of Blues clubs throughout the United States. Live Nation Entertainment Clubs & Theaters division is the country's preeminent live-music venue collection featuring state-of-the-art sound and lighting technology in one-of-a-kind custom-designed environments aimed to bring fans and artists together in unparalleled musical environments.

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**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 resort 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. Graceland is the only attraction worldwide to ever receive four USA Today 10Best Readers' Choice Awards: in 2018, it was voted "Best Tennessee Attraction," in 2015 voted the world's "Best Musical Attraction" and "Best Historic Southern Attraction," and in 2013 voted the #1 "Iconic American Attraction." In 2018 TripAdvisor Travelers' Choice Awards named Graceland one of the top 25 landmarks in the world. For more information on EPE and Graceland, visit [www.graceland.com](http://www.graceland.com).

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