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Graceland Commemorates 60th Anniversary of Elvis' Military Service on Saturday, March 24 with Free Access to Elvis Presley's Memphis Entertainment Complex for Veterans, Active Duty Military and First Responders

Graceland to Open Expanded "Private Presley" Exhibit Chronicling Elvis' Military Service, Host Ceremonial Pipe and Drum Performances and Morning Flag Raising Ceremony by Current Members of Elvis' Army Unit

Memphis, Tenn. – March 21, 2018 – Elvis Presley™ began his service in the United States military on March 24, 1958 when he was inducted into the U.S. Army. To salute our troops and first responders and to commemorate the 60th Anniversary of Elvis' military service, Graceland® has announced that free tickets to the new Elvis Presley's Memphis™ entertainment and exhibit complex will be made available on Saturday, March 24, 2018 to all active and retired U.S. military, U.S. law enforcement officers and firefighters. Additionally, the AAA Four Diamond Guest House at Graceland™ resort hotel will offer its "Salute to Heroes" discounted rate of 30% off standard room rates to both active and retired military as well as U.S. law enforcement officers and firefighters.

To mark the occasion, Graceland will kick-off the day with an official Reveille flag-raising ceremony at 9 a.m. conducted by current members of Elvis' Army unit, the **1st Squadron, 32nd Cavalry Regiment**. The ceremony will take place at the flag pole near the white TCB gate at the entrance of the Elvis Presley's Memphis exhibit complex. Following the ceremony there will be a series of performances by the **Shelby County Sheriff's Office Pipes & Drums** who will play at 10 a.m., 10:30 a.m. and 11 a.m. outside the Ticket Pavilion building at Elvis Presley's Memphis. This anniversary day will mark the opening of an expanded "Private Presley" Army exhibit. The newly-expanded "Private Presley" exhibit will take an in-depth look at Elvis' military service, including letters from Elvis's manager Col. Parker to the Army asking for a deferment to allow Elvis to complete filming of "King Creole," letters from the Army regarding press access to Elvis, his original Army footlocker, the dress that his mother Gladys wore at his induction ceremony, and more. Fans can also learn about how Col. Parker kept Elvis' career alive while he was serving in Germany and see items from Frank Sinatra's legendary "Welcome Home, Elvis" 1960 ABC television special.

Free tickets for Elvis Presley's Memphis must be requested on-site at Graceland on March 24, 2018 by active or retired members of the U.S. military, U.S. law enforcement officers and firefighters with valid ID. Full details and

restrictions at Graceland.com/Military. Guest House at Graceland accommodations at the “Salute to Heroes” discounted rate have limited availability. Reserve Guest House accommodations in advance by calling 800-238-2000 or visiting GuestHouseGraceland.com.

Elvis In the Military

On March 24, 1958, Elvis was inducted into the United States Army at the Memphis Draft Board and assigned serial number 53310761. On March 25, at Fort Chaffee, Arkansas, he received his indoctrination exam and traditional, military, G.I. haircut in front of 55 media photographers. Elvis received basic training at Fort Hood, Texas. Private Presley was assigned to the 2nd Armored Division at Fort Hood and was stationed there for six months before being sent to West Germany in September 1958. He was honorably discharged on March 5, 1960. Elvis served his country just like any other G.I., with none of the special privileges his celebrity status might have afforded him. He was, by all accounts, a model soldier, earning the lasting respect of his fellow soldiers and the public at large.

Once he returned to civilian life in March 1960 his fans welcomed his return, new audiences would embrace him and many of his greatest achievements still lay ahead.

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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 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 was recently named “Best Tennessee Attraction” by USA Today’s 10Best Readers’ Choice Awards. This marks an impressive fourth USA Today 10Best Readers’ Choice Award win for Elvis Presley’s legendary home – the most for any attraction worldwide – with previous wins as the world’s “Best Musical Attraction” and “Best Historic Southern Attraction” in 2015, and the #1 “Iconic American Attraction” in 2013 by USA Today 10Best readers. For more information on EPE and Graceland, visit www.graceland.com

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