

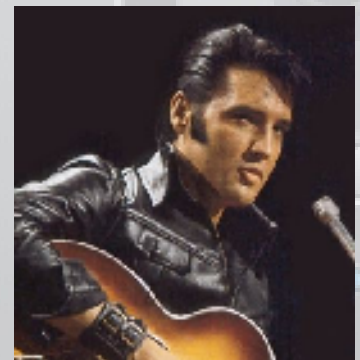


# Presents ELVIS PRESLEY

Elvis Aaron Presley (Tupelo, Mississippi, born January 8, 1935, died August 16, 1977), also known as “The King of Rock ‘n’ Roll” is the best-selling solo artist of all time beating Michael Jackson by selling a confirmed 189.2 million records. Elvis was an American singer, song producer and actor, who began his music career at Sun Records in the spring of 1954 when Sam Philips recorded Elvis performing several of Elvis’ favourite songs with Scotty Moore (guitar) and Bill Black (bass). One of these covers was a country and western song, “Blue Moon of Kentucky”.



Before Sam Philips sold Elvis’ contract to RCA in 1956 for \$35,000 they had recorded six two-sided singles. Each of these recordings featured a country and western song on one side and a rhythm and blues song on the other. One of the reasons Elvis was so popular was because of his ability to merge attributes of what was perceived to be “white” (C&W) and “black” (R&B) music. An example of this is evident in Elvis’ hit song “Heartbreak Hotel” which reached #1 not only in the Pop charts, but the R&B and C&W charts as well. This was the first time that a single song held the #1 spot in all three charts.



Elvis remains a popular and enigmatic star. His legend has only grown stronger since his death. In fact, there is a widespread belief that Elvis—who was known by his first name—did not die in 1977. Many fans persist in claiming he is still alive, that he went into hiding for various reasons. This claim is allegedly backed up by thousands of so-called Elvis sightings that have occurred in the years since his death, and by the fact that his middle name Aron was misspelled Aaron, with two As, on his tombstone.

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