



Pacific National Exhibition

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NEWS RELEASE

PNE TO COMMEMORATE THE 50TH ANNIVERSARY OF ELVIS PRESLEY'S APPEARANCE AT THE PNE

VANCOUVER, B.C. - It's a little known fact that the King of Rock and Roll only played three shows ever outside of the United States. That three-city tour happened in 1957 and Toronto, Montreal and Vancouver were swept away with Elvis-mania as a result. Newspapers ran front-page stories about the King in Canada, and about the corruption of teenage girls and "astronomical ticket prices" (tickets to the Vancouver show were \$3.75). And, on August 31st, 1957, the city of Vancouver came to a standstill as 26,000 fans packed Empire Stadium to see Elvis Presley perform live.

To commemorate this historic concert the PNE is proud to present an all-star tribute show featuring local entertainment industry icon Red Robinson, who hosted the 1957 Vancouver show and today remains a close friend of Elvis' Graceland organization, regularly appearing and emceeing events at the Memphis shrine.

Red, along with local music industry legend Bruce Allen, an Elvis memorabilia collector and known expert on the King, will host an evening of tribute to Elvis. **A very special guest of the evening will be Joe Esposito, Elvis' longtime friend, business manager, and confidant.** Joe, who has always been one of the best-known "Memphis Mafia" members, first met Elvis in 1959, while both men were in the army. A lifelong friendship was struck, and they remained constant companions until Elvis' death in 1977.

Fair guests are encouraged to wear their best Elvis gear and to come attend a day of tribute to the King of Rock and Roll at the PNE's Rogers Amphitheatre. The concert is free with admission to the Fair. See Steve Elliott as the young Elvis with all of the wild hip excitement of the early years, and then experience Wally Tiemer's Elvis Gold Show celebrating the Vegas years.

Event Date:	Friday, August 31st
Time:	7:30pm
Special Guests:	Red Robinson, Bruce Allen, Joe Esposito
Performers:	Renowned Elvis impersonators Steve Elliott (young Elvis) and Wally Tiemer (Vegas Elvis)
Toontastic Parade:	Red and Joe will be the Special Grand Marshalls of the 3:00 pm Parade

On site prize:

Visit the Vancouver Province booth next to the Rogers Amphitheatre to enter to win a VIP Tour of Graceland with Airfare for 2 and Hotel compliments of the PNE and the Province and the VIP Graceland Tour compliments of Red Robinson. Watch for contest ads in the Province and on CISL radio

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Owned by the City of Vancouver, the Pacific National Exhibition (PNE) is a healthy and vibrant non-profit charity organization dedicated to providing over 3 million visitors a year with first-class cultural, sporting and family entertainment events. Founded in 1910, the PNE operates from a 114-acre site at Hastings Park, a multi-facility venue in Vancouver where the organization operates four activity streams: an annual 17-day Fair, Playland Amusement Park, maintenance and care of the Hastings Park site and management of the site's year-round facilities. These facilities are utilized to celebrate a variety of hockey, amateur sporting, music, community, social, cultural and commercial events throughout the year.

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