

**** MEDIA ALERT ****

FOR IMMEDIATE RELEASE

YPSILANTI, MI – THE MICHIGAN ELVISFEST, a non-profit organization and festival officially sanctioned by Elvis Presley Enterprises, Inc., is proud to announce their 11th annual event scheduled for July 9 and 10, 2010.

Thousands of festival-goers and Elvis fans from all around the region are expected to descend on Riverside Park in Ypsilanti for what has become one of the largest Elvis festivals in North America.

- What: 11th Annual Michigan ElvisFest 2010**
- When: Friday, July 9, 2010; 5 p.m. – Midnight
Saturday, July 10, 2010; Noon-Midnight**
- Where: Riverside Park, Historic Depot town
Ypsilanti, Michigan
(take I-94 10 miles west of I-275 or 5 miles east of US 23
To Exit #183, go north and follow the signs)**
- Tickets: Friday - \$15.00 at gate/ \$10.00 in advance
Saturday - \$25.00 at gate/ \$20.00 in advance
(Advance tickets may be purchased on our Web site)**

On the Web: www.mielvisfest.org

The 11th Annual Michigan ElvisFest will feature an outdoor concert with live music and spectacular performances by award winning professional Elvis tribute artists from all over the USA and Canada. Also appearing as part of the 2010 festivities are tribute acts of such notable artists as Tom Jones, Roy Orbison, Ricky Nelson, and others.

This unique and family-friendly event is expected to draw an estimated 8,000 to Ypsilanti for this popular Midwest festival. A children's play area will feature face painting, a make-it-take-it craft area, stilt walkers, and other fun activities. The whole family is sure to enjoy great music, food, Elvis merchandise, a beer tent for adults and a car show featuring America's Most Wanted Car Club.

Contact:

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About Elvis Presley Enterprises, Inc.

Elvis Presley enterprises, Inc. (EPE) is based in Memphis, with additional offices in Los Angeles. In addition to Graceland and its related attractions in Memphis, including the Heartbreak Hotel, EPE is aggressively involved in a worldwide licensing program, merchandising, music publishing, and television, film, video and internet projects. For more information on EPE and Graceland, visit www.elvis.com. EPE is a subsidiary of CKX, Inc. (www.ckx.com) a publicly traded company listed on the NASDAQ Global Market ® under the ticket symbol CKXE.