



press release

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FOR IMMEDIATE RELEASE

Elvis Lives: The 25th Anniversary Concert to air on PBS 45 & 49

Concert will air on anniversary of singer's death

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KENT, Ohio — Aug. 3, 2007 — On the 30th anniversary of Elvis Presley's death, PBS 45 & 49 will present **Elvis Lives: The 25th Anniversary Concert**. Through the magic of modern technology, the special, which will air on Thursday, Aug. 16 at 8 p.m., reunites Presley with his original band and back-up singers.

This fantastic musical event was staged in 2002 at the Pyramid in Presley's hometown of Memphis, Tenn., in commemoration of his death. Through the magic of modern technology, Presley was reunited with his original TCB band, back-up singers and musical director for a unique concert special, featuring footage of Presley from selected concerts. PBS brings the concert to television viewers in honor of Presley's continued presence in the world of music.

Elvis Lives utilizes a technique in which a recorded past performance is integrated in real time with supporting musicians and singers live on stage. This technique was used before, but only one song was performed and without a live audience. That an entire live concert was performed in this manner is truly a marvel.

The memorable program highlights the musical wonder of Elvis Presley, whose spirit and music continue to have an impact years after his death.

About PBS 45 & 49

PBS 45 & 49 is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation and consortium of Kent State University, The University of Akron and Youngstown State University. A trusted community resource, PBS 45 & 49 uses the power of commercial-free television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire. The only broadcast television service that reaches all of northeast Ohio, PBS 45 & 49 is available to 1.8 million households and 4.6 million people in the Cleveland and Youngstown designated market areas. In an average week, over 500,000 households tune in. Through funding from eTech Ohio, the organization provides K-12 educational technology training and instructional television programming to 21,500 educators and 257,400 students in eight Ohio counties. For more information about PBS 45 & 49, visit www.pbs4549.org or call 1-800-554-4549.

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