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JAPANESE JOURNALISTS TO VISIT MISSISSIPPI

Jackson, Mississippi (November 4, 2009) – Several Mississippi communities will welcome seven Japanese journalists to their areas as a part of a familiarization tour centered around the celebration of what would have been the 75th birthday of the “King of Rock and Roll” and Mississippi native, Elvis Presley. Over 14 million people are expected to read and hear about Mississippi music in Japanese print and web publications as a result of this tour.

“The Elvis 75th Birthday Anniversary on January 8 is generating a great deal of interest from media representatives from many countries worldwide,” explained Linda Elliff of the Tupelo Convention and Visitors Bureau. “We are especially excited for the opportunity to host this prestigious group of Japanese media representatives in Tupelo during Elvis’ birthday celebration.”

In conjunction with the birthday events, the group will tour the Elvis Presley Birthplace and Park and visit several sites significant to Elvis’ early years in northeast Mississippi. The tour will continue to the Mississippi Delta cities of Clarksdale, Indianola and Tunica, showcasing the state’s rich musical history and the sounds that are often credited for influencing many of today’s musical genres. After the Mississippi portion of the visit, the trip will progress north to Memphis, Tenn., where the journalists will visit other sites related to Elvis’ life and musical career.

Elvis Presley was born on January 8, 1935, in a two-room shotgun shack in Tupelo. His Mississippi childhood exposed him to country and gospel music, as well as the blues, all of which influenced his own musical style. He lived in Tupelo until he was thirteen, when he and his parents moved to Memphis. Elvis’ birthday and the date of his death, August 16, 1977, are popular dates worldwide for celebration of the life and music of the Mississippi-born superstar.

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