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For Immediate Release

Uptown Memphis Announces Opening Date for Former Elvis Presley Home

Memphis, TN, July 26, 2004 – The Uptown Partnership and the City of Memphis announced today that the renovation of young Elvis Presley’s teenage home will be completed this summer with a grand opening slated for 10:00 am, August 9, 2004. In a partnership with Elvis Presley Enterprises, the Elvis Suite has been designed to accommodate tours for fans and the public during Elvis Birthday celebrations each January and Elvis Week every August.

The Presley residence is now part of the new Uptown Square community in the innovative Uptown Memphis development. The apartment was originally part of Lauderdale Courts, a Roosevelt-era WPA housing development. The Presley family lived in this close-knit neighborhood from 1949 to 1953. Here Elvis met other Memphis musicians, practiced in the basement laundry room and gained confidence by performing for family and friends in the community courtyards. He walked to nearby Beale Street, where he listened to the blues artists of the day. He had easy access to Sun Studio and Pop Tunes record store around the corner.

Originally slated for demolition, Lauderdale Courts was saved by the appeals of Elvis fans and the Memphis Heritage preservation organization. The colonial revival 347-unit apartment community is now on the National Register of Historic Places. Renovated and renamed Uptown Square, the model mixed-income property is Memphis’ first wireless apartment complex complete with business center, pool, fitness center, media and coffee rooms.

“We asked fans and the public for their opinions on what we should do with this important American treasure,” stated Henry Turley, managing partner of The Uptown Partnership, a Belz-Turley Community Development Company. “Considering our residents, the best solution was to open the apartment for public tours on the two weeks that mean so much to loyal Elvis fans.”

Public tours will take place from 10:00 am to 7:00 pm, August 10 – 15, 2004. Timed-tour tickets will be on sale August 9, 2004 at the corner of N. Lauderdale and Alabama streets, near Uptown Square’s leasing and community center at 252 N. Lauderdale.

“Living at Lauderdale Courts, Elvis had access to a myriad of musical experiences,” explained Jack Soden, president and CEO of Elvis Presley Enterprises. “The proximity to Beale Street, Sun Studio and Pop Tunes made this community the perfect environment for his incredible talent to grow and flourish.”

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“Uptown Square was a national treasure worth saving,” said Memphis Mayor, Willie W. Herenton. “Early leasing indicates that it is a great mixed-income community. From doctors and lawyers to working and public-assisted families, it is what innovative housing is all about.”

Uptown Memphis is the newest development of the Downtown Memphis renaissance. The resurgent 100-block Downtown neighborhood, east of Harbor Town, will soon feature 1,000 new homes and apartments, along with public improvements such as new parks and streetscapes. Uptown Memphis is the concerted public-private revitalization by downtown Memphis developers Jack Belz, CEO of Belz Enterprises and Henry Turley, CEO of Henry Turley Company and the City of Memphis.

For updates and more information visit www.uptownmemphis.org.