



The Elvis Tribute Artist World Cup U.S. Qualifier, hosted by Old Downtown Plaza Arts Center and the City of Carrollton, will be held April 23 – 25 to select the United States representative for the Elvis Tribute Artist World Cup to be held in Cardiff, Wales on July 4, 2010.

Background/History

In 2004, an international Elvis festival and competition was established in Porthcawl, South Wales. Since that time, the festival has grown to include events in surrounding communities and towns. In 2009, 150 Elvis Tribute Artists from 10 countries competed and more than 30,000 people attended the three-day event. A new element has been added alongside the event for 2010 – the first Elvis Tribute Artist World Cup competition. There will be representatives from 16 countries: Australia, Brazil, Canada, England, Germany, Italy, Japan, Northern Ireland, Republic of Ireland, Scotland, South Africa, Spain, United States, Poland and Wales.

Contestants

The competition is open to Elvis Tribute Artists that have either a minimum of one year as a full-time professional Elvis Tribute Artist or three years as a semi-professional Elvis Tribute Artist. Each contestant will perform 3 songs in the preliminary round. The judges will choose ten finalists based on voice, stage presence, movement, appearance, audience engagement, and overall tribute to Elvis. The ten finalists will perform two songs in the final round. A winner will be named and will receive an expense paid trip to compete in the finals in Cardiff, Wales. The judges will include: Sandy Pichon, Elvis fan/friend and author of *Raised on Elvis! Elvis! Elvis!* and *Elvis on Tour '75*.

Event Elements

The Opening activities on Friday evening will include a Reception for sponsors and “All Shook Up” (VIP) ticket holders and a performance by Kraig Parker, the winner of the

International Championship of the 2004 Elvis Festival in Porthcawl, Wales. Saturday will include: the preliminary rounds which will be held in the Historic Square and will be free to the public, a Pricilla Presley look-a-like contest, a kids Elvis contest (ages 4-12), an art exhibit from Central Elementary, face painting, Elvis souvenirs, food vendors and much more. The finalists will be named at 5:30 p.m. The Finals Competition will be held in the Plaza Arts Center on Saturday evening at 8:00 p.m. The closing event will be a Gospel Show on Sunday afternoon at 2:00 p.m.

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Marketing

A press conference was held Wednesday, February 3rd at 10:00 am to announce the event. The Old Downtown Plaza Arts Center and the City of Carrollton, Texas hosted the press conference. Speakers included Carrollton Mayor Ronald Branson, Peter Phillips, founder of the Porthcawl event, Charles Stone, Elvis Presley's road manager from 1970-1977, and Kraig Parker, International Elvis Tribute Artist. A press release was sent to numerous media outlets. The press was represented by Channels, 4, 5, 33 and 11, KAAM. Others in attendance included Sheri Chadwick and members of her Marketing staff from the City of Carrollton, and Dave Oldfield.

The event is being promoted on the Plaza Arts Center website, K-LUV Radio Station, Dallas Morning News, and in a variety of electronic communication, websites and print communications.

Event Sponsorship

Sponsorship opportunities are available. Sponsors will be recognized in electronic and print in a variety of ways.

Vendor Booths

Food and merchandise vendor booths are available for rental.

Event Management

The event will be managed by Old Downtown Plaza Arts Center, Peter Phillips and Charles Stone Management.

Plaza Arts Center

Located on the south end of the square in Historic Downtown Carrollton, the Plaza Arts Center has experienced a long and interesting history. It is considered today, one of the finest assets to the Downtown area.

In the early 1900s, the first movie theater in Carrollton was a large white sheet nailed to the side of George Myer's store on the southeast corner of the square. Mr. Myers later built and operated a theater on the west side of the square until the 1930s.

The theater was reopened, in the early 1940s, by A. R. "Cap" and Vera Perry Lowrey as the Plaza Theater. The Lowrey's built a new theater on the south side of the square and it opened on December 23, 1949. The Plaza opened as a motion picture theater showing movies six days per week. It was also the first air conditioned building in town according to city records. In the 1980s, Willie Nelson was the headliner for the Gospel Country Awards that took place in the building. The Plaza operated as a movie theater until 1994. The last movie shown was "The Mask" starring Jim Carey.



David Oldfield, longtime Carrollton resident and business owner, along with others, renovated the Plaza Theater, renamed it as Plaza Arts Center and brought it back to life in 2003 as a venue for local artists to show their work.

The present building owner, Clarence Teng, purchased the building in 2005 and remodeled it into the unique event center and art gallery it is today. Clarence has taught international folk dance as a community service for more than 30 years.

City of Carrollton, Texas

Carrollton, Texas is a city located in Denton, Dallas and Collin County and is a suburb of Dallas. The City of Carrollton has been named to America's 2006 Top 100 Place to live by Relocate America and in 2008 was named the 15th best place to live by *Money Magazine*.

Kraig Parker - International Award Winning Artist



From Las Vegas to London, Kraig Parker has been called the ultimate image of Elvis Presley. He has been astonishing crowds for over 12 years with his amazing tribute to the king of rock and roll. All ages are shook up by Parker's amazing likeness to Elvis in look, voice, moves and stage presence. This exciting performance has left audiences stunned, thrilled and hungry for more. Truly a world-class tribute show you don't want to miss. Kraig hits the stage with a full Las Vegas style show band that is second to none. He has been joined on stage by some of Presley's original singers such as The Jordanares, The Stamps Quartet and the Sweet Inspirations.

Prior to performing as Elvis, Kraig lead various rock bands and recording projects, but never seemed to find his niche in the music business until he donned a rhinestone jumpsuit and portrayed the king at an office party. From then on, he knew he was meant to play the role of Elvis Presley.

Kraig has performed in major arenas and top venues across the country including: 22 City Tour of France, Belgium and Finland, Harrah's Casino, Aladdin Casino Resort Las Vegas, Mandalay Bay Resort Casino Las Vegas, Hot August Nights – Reno, Hyatt Hawaii, Texas Motor Speedway, Will Rogers Coliseum, Franklin Stadium Salt Lake City, Grand Casino Coushatta Louisiana, Boomtown Casino New Orleans Halfmoon Club – London, Coal Exchange Hall – Cardiff , Wales. Kraig recently performed a sold-out concert at Bass Hall with the Fort Worth symphony. He has also received top reviews from new media and radio personalities nationally and internationally.

Exclusive Representation by Charles Stone Management.
(Charles Stone – Tour Director for Elvis Presley - 1970 – 1977)

Charles Stone - Producer

Charles Stone, a veteran concert promoter and producer started his entertainment career in the early 60's working with all the major entertainers of the time. He was associated with Concerts West, one of the most successful concert promotion companies in history. As a promoter for Concerts West Charles and company promoted and produced tours for, Led Zeppelin, Three Dog Night, Grand Funk, Chicago, Allman Brothers Band, Beach Boys, Frank Sinatra, The Eagles, Paul McCartney and Wings, Lynyrd Skynyrd, Bread, and the Doobie Brothers to name a few.

Through his association with Concerts West, Charles met and became friends with Colonel Tom Parker, the legendary manager of Elvis Presley. Due to Charles experience of working with the best rock acts in the business, Colonel Parker requested that Charles join him in working exclusively promoting and producing Elvis Presley tours in America. This working relationship lasted until Elvis' death in 1977. Charles personal relationship with Colonel lasted until his death in 1997. Colonel was a mentor and best friend to Charles and his family. Charles currently is involved in musical productions and management of artists who tour worldwide.

Peter Phillips – Promoter

Following a long career in public relations Peter Phillips became a professional writer in 2000. His credits include two history books and several radio and TV documentaries. Peter has also been a broadcaster and presenter for the BBC and RTE in Ireland, writing and hosting his own series. As a Festival Promoter, he organizes Porthcawl, the largest Elvis Festival in the World and similar events in England and Ireland. These events have led to The Elvis World Cup. Phillips also promotes Ted fest, a successful comedy festival in Ireland and Australia. Since 2007 Peter has been based in Austin where he is writing and producing a slate of feature films.