



**FOR IMMEDIATE RELEASE**

## **Mr. Food Test Kitchen Announces, “Trip to Graceland Giveaway”**

**FORT LAUDERDALE, Fla. March 3, 2015** – Like most of the world, the Mr. Food Test Kitchen has a fascination with the King of Rock ‘n’ Roll™, Elvis Presley™. So when planning a show for the same date as the anniversary of Elvis’ purchase of his Memphis home, Graceland, the Test Kitchen partnered with Elvis Presley’s Graceland® to do something special to commemorate the famous landmark.

First, the Test Kitchen developed a killer recipe inspired by the king’s love of home-cooked Southern favorites. Wait for it: Elvis’ Banana Fritters. As if that isn’t exciting enough, when the show airs on March 19, 2015, viewers can enter to win by visiting [mrfood.com](http://mrfood.com). One person will win a trip for two to Graceland! Plus, five runners-up will receive an *Elvis R&B* CD. (Giveaway runs from March 19 through April 2, 2015.)

The “Trip to Graceland Giveaway” includes:

- \$1,000 gift card for travel expenses
- Two Graceland Platinum Tour Passes
- Two nights at Elvis Presley’s Heartbreak Hotel
- Two tickets to Sun Studio, Stax Museum of American Soul Music, and the Memphis Rock ‘n’ Soul Museum
- \$50 Hard Rock Cafe gift card

“We’re so excited to work with Graceland to put this prize together. It’s the chance of a lifetime for Elvis fans,” says COO and on-camera talent for the Mr. Food Test Kitchen, Howard Rosenthal. “Any time we get to create recipes inspired by Elvis, it is a good time.”

**Recipe and photos available upon request.**

### **Media Contact:**

Yolanda Reid: 954-938-0400, ext.307

### **About Mr. Food Test Kitchen:**

The Mr. Food Test Kitchen is an established, diversified, media brand that has championed the benefits of quick and easy cooking at home for more than 30 years. Today, the Mr. Food Test Kitchen TV segment is nationally syndicated through CBS Television Distribution, boasting a daily audience of millions of viewers between broadcast and TV digital platforms. Through its publishing division, Cogan, Inc., the Mr. Food Test Kitchen has sold millions of books, making it one of the nation’s most successful cookbook authors. In addition to print and video, the Mr. Food Test Kitchen has MrFood.com, one of the country’s fastest growing recipe websites with millions of page views weekly and more than 1.8 million unique visitors monthly. ([www.mrfood.com](http://www.mrfood.com))

### **About Graceland and Elvis Presley Enterprises, Inc.**

Elvis Presley’s Graceland, in Memphis, is music’s most important and beloved landmark, with hundreds of thousands of fans from around the world visiting the historic home each year. Elvis Presley Enterprises, Inc. (EPE) manages the operations of Graceland, its related properties, including the recently-announced Guest House at Graceland 450-room hotel to be built in Memphis, as well as the Graceland Archives, featuring thousands of artifacts from Elvis’ home and career. EPE also produces and licenses Elvis-themed live events, tours and attractions worldwide. Graceland Holdings LLC, led by managing partner Joel Weins Shanker, is the majority owner of EPE. In 2013, Graceland was voted the #1

Iconic American Attraction by USA Today and 10Best.com readers. For more information on EPE and Graceland, visit [graceland.com](http://graceland.com).

###