

**“Altered By Elvis” Makes West Coast Premiere at
7th Annual Mods & Rockers Film Festival**

Eight stories...about one man...who changed their lives...forever!

New York, NY – July 2006 – ALTERED BY ELVIS, an acclaimed documentary exploration of lives deeply and permanently affected by Elvis Presley, will make its West Coast premiere at the American Cinematheque Mods and Rockers 2006 film festival being held at the Egyptian Theatre in Los Angeles.

The film’s screening, presented as part of a week-long celluloid salute to the King of Rock ‘n Roll, will be shown Wednesday, August 16th – exactly 29 years to the day of Elvis’ death. The evening is a double feature program that kicks-off at 7:30 PM with VIVA LAS VEGAS, directed by George Sidney.

ALTERED BY ELVIS is a 54-minute documentary which tells the stories of eight different people who have been impacted, mesmerized, fulfilled and permanently affected by Elvis – and even one childhood friend who claims to have been destroyed by the King of Rock ‘n Roll. Among the characters is Larry Geller who fulfilled a dual role in the court of the King. He was Elvis’ longtime hairdresser and also the man who Elvis credits with being his spiritual advisor (one of the more unusual hyphenates in Hollywood). Gellar’s devotion extended to styling Elvis’ hair for his funeral. Most certainly viewers will see what it is like to have been truly ALTERED BY ELVIS.

Husband & wife directing team Jayce & Tiffany Bartok use their film to enlighten both the phenomenon of worldwide Elvis obsession and the broader topic of the impact celebrity culture has on ordinary people.

A Q&A session between films will be held with ALTERED BY ELVIS directors Jayce & Tiffany Bartok, and special guest Larry Geller.

To request a press ticket or schedule media interviews with the filmmakers, please contact Bryan deCastro by e-mail at bryan@bdccommunications.com.

Color film stills and b-roll are available upon request.

ALTERED BY ELVIS was produced by Vinyl Foote and Blarma Productions. Vision Music, an independent, worldwide distributor of youth-oriented and music-related feature films and documentaries, has just been awarded the exclusive sales agency rights to ALTERED BY ELVIS. For more information or to view the trailer, please visit www.alteredby.com.

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