

Elvis Presley to perform in city arena opener

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It's Elvis in June in Rapid City!

Elvis Presley, popular singer, actor and recording star, will perform a grand opening concert in the new Rushmore Plaza Civic Center on June 21. The single performance, which is expected to draw a crowd of 10,000 will be held in the sports arena starting at 8:30 p.m.

The announcement, which has been anticipated for some time, was made Wednesday during a news conference by Jack Beckman, civic center manager.

Tickets will go on sale immediately by mail order only.

He said he has been working on getting Presley as the star performer to open the arena for more than a year.

Beckman said he had worked with Presley several times while he was assistant manager of the Dallas Convention Center. When he was contacted by Rapid City to manage the Rushmore Plaza, he immediately thought of Presley as the one that could fill the house.

"Presley is top box office and is grossing more than any other performer today. I don't think Elvis has ever opened a building such as this before. I think he will fill the arena."

Beckman said it was just last month when he met with Presley's manager, Col. Tom Parker, in Phoenix that most final details were worked out.

"But we couldn't say anything official because we had not worked out how to handle ticket sales," said Beckman.

Presley will be coming to Rapid City from Cincinnati with his staff of about 70 persons. "That's a long jump for a one-night stand and I take it as a personal favor," said Beckman. He said he had made friends with one of Presley's staff members.

He played more than 100 concerts across the country last year, and "you will see the same show you would see in Chicago or New York," Beckman said.



Elvis Presley

Tickets are \$15, \$12.50 and \$10 and will be sold on a first come, first served basis. There is a limit of 10 tickets per person.

They may be ordered by writing "Elvis, Box 2311, Rapid City, S.D. 57709."

A money order in the right amount plus a 50-cent service charge must accompany the request for tickets, Beckman said. All orders will be filled on or before May 16.

A self-addressed, stamped envelope must be included with the order.

Every seat will be reserved except in the bleachers where they will be reserved by section.

Beckman also explained the souvenir tickets handed out at the groundbreaking ceremonies in May two years ago, will not be honored for the Presley performance.