



# MEDIA RELEASE

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## PARKES CONTEST WINNER TAKING ON THE WORLD

One of Australia's best and youngest Elvis tribute artist's is in Memphis, USA to represent Parkes Elvis Festival in the semi-final round of the 2019 Ultimate Elvis Tribute Artist Contest™.

22 year old Brody Finlay will be taking to the stage on Friday 9 August, during Elvis Week™, for his chance to be crowned the world's best tribute artist.

The Townsville-based performer has grown up always loving the sounds of Elvis Presley. He has been around various rock and roll performers, singing on stage since the age of 5.

A few years ago, Brody was scouted to perform as Elvis in Sydney. He then competed in the Ultimate Elvis Tribute Artist Competitions in Parkes in 2017 and 2018, performed in clubs, RSL's, casinos and theatres across Australia, as well as performing on Sydney cruises and an international cruise liner alongside the world's best tribute artists.

Brody took part in the contest in Memphis last year and says he's excited to head back, "Having the opportunity to represent Parkes is an honour and a privilege. I was speechless when I won the competition in January and look forward to taking to the stage in the semi-final round in Memphis."

Parkes Elvis Festival Director, Cathy Treasure, said, "Brody is an incredible performer and brings a unique energy and stage presence to his depiction of The King. The whole town of Parkes, along with our Festival fans, will be cheering him on."

The worldwide annual search for the Ultimate Elvis Tribute Artist began in 2007 when Elvis Presley Enterprises Inc. announced they were looking for the 'best representation of the legacy of Elvis Presley'. Twenty-four of the best ETAs from around the world competed in Memphis during Elvis Week, with Shawn Klush of Pennsylvania winning the first-ever Ultimate title.

Elvis tribute artists may only win the prestigious title once in their careers and proudly carry the endorsement by Elvis Presley Enterprises Inc.

Contestants in the Memphis final round compete not only for the titles and endorsement, but also a cash prize of USD \$20,000. Expert judges assess contestants who best represent the legacy of Elvis Presley across the areas of vocals (40% of the total score), style (20%), stage presence (20%) and overall performance (20%).

Registrations will open soon for the 2020 Parkes preliminary round of the Ultimate Elvis Tribute Artist Contest to be held on Friday 10 January (heats) and Saturday 11 January (final) at Parkes Leagues Club. Tickets will go on sale Monday 9 September 2019 via the Festival website [www.parkeselvisfestival.com.au](http://www.parkeselvisfestival.com.au).

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