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ELVIS LIVES – AT GCG

Local agency continues tradition of celebrating the life of The King

FORT WORTH, Texas – Aug. 15, 2007 – Fort Worth-based GCG will celebrate Elvis' life at the agency's annual Elvis Day party Thursday from noon to 2 p.m. with karaoke, Elvis-style munchies and appearances by Elvis lookalikes.

The Elvis-Day tradition began nearly 20 years ago, originally intended to divert attention from an unnamed partner's birthday. Through the years, Elvis Day at GCG has survived, and taken a variety of forms, from low-key affairs to lavish events.

"Elvis is a big part of our company culture," said Neil Foster, president of GCG. "Our agency dates back to 1973, a time when Elvis was touring and performing to sellout crowds, so it's only fitting that GCG identifies itself with the icon of the company's generation. We've had a lot of fun with it through the years."

This year GCG will open its doors to agency friends, clients, vendors and media, who are all invited to sample traditional Elvis-inspired food, including peanut butter/honey/banana/bacon sandwiches, jelly beans and Pepsi®. Rumors also abound that The King himself will give a performance. All guests are asked to RSVP to cross@gcgadvertising.com.

About GCG

GCG is a full-service agency, providing marketing, advertising and public relations services to corporate, retail, consumer, healthcare and business-to-business clients since 1973. For more information about GCG, please visit www.gcgadvertising.com.

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