

HARRAH'S CHEROKEE BREAKS GUINNESS WORLD RECORD!



895 Elvis impersonators assembled at Harrah's Cherokee Casino Resort to make a new record for the "Largest Gathering Of Elvis Impersonators."

Saturday, July 12, 2014

Prior to the start of the Ultimate Elvis Tribute Artist Contest, Harrah's Cherokee gathered hundreds of Elvis fans to make an Official GUINNESS WORLD RECORDS attempt to assemble the largest gathering of Elvis impersonators in the world. 895 impersonators were officially counted, breaking the 2010 record of 645.

A raucous crowd of ticket-bearing guests were given free Elvis costumes to participate and donned jumpsuit, wig, glasses and belt. After a rousing chorus of the King's "Can't Help Falling In Love," Guinness World Records Adjudicator Michael Empric awarded Assistant General Manager Lumpy Lambert the award.



Harrah's Cherokee Valley River Casino & Hotel General Manager Lumpy Lambert accepts the official Guinness World Records title, while Guinness World Records Adjudicator Michael Empric congratulates Kurt Brown, producer of the Ultimate Elvis Tribute Artist competition.

Harrah's Cherokee Casino Resort's spectacular 3,000 plus seat Event Center is the leading events, entertainment and concert venue in the Southeast. The massive Event Center stage is 60-foot by 40-foot and framed by large HD resolution 32-foot screens. The facility boasts a sophisticated, state-of-the-art speaker system as well as the highest quality theatrical lighting available and was selected to Billboard Magazine's Top 25 Hottest clubs in North America for two consecutive years.