

---

## **Branson, Missouri Resident Rea Link Spearheading Elvis Rocks Mesquite at the CasaBlanca in Mesquite, NV. Aug. 5-8**

*Elvis tribute artists carrying on the name of the King of Rock and Roll in first annual event.*

Las Vegas, NV ([prHWY.com](http://prHWY.com)) July 22, 2010 - Rea Link of Branson, MO, who is known as "Mama Rea" around the Elvis Tribute Artists (ETA) world, is bringing Elvis Rocks Mesquite to the CasaBlanca Resort Aug. 5-8.

"The first time we brought one of the shows to Branson, I was immediately hooked," said Link. "These are a very special group of men, and there is nothing they would not do for a charity especially if that includes the military or children."

With ETAs expected to compete in various categories at the CasaBlanca, the first event of its kind in the city promises to be an interesting one.

"This has really mushroomed," said Link, who started the tour in 2007. "It's my understanding that this is going to become an annual event in Mesquite."

Link said the Elvis Rocks Mesquite gathering will benefit Any Soldier Inc. which sends packages to U.S. soldiers overseas.

The common goal among everyone with the ETA performances is carrying on the legacy of Elvis Presley, who died in August of 1977 after becoming known as "The King of Rock 'N Roll."

"I don't think Elvis will ever be gone entirely," said Link. "He has carried on from generation to generation. The younger generation loves him. In fact, I know a little boy in Branson who started performing as Elvis at the age of three. They call him Little 3 and at the age of seven, he's performing every night."

"There are even father-and-son teams performing as Elvis now. I see no end to the legend, what he has done for others and what he represents."

Equally fascinating to Link is that the ETAs come from various walks of life ranging from construction workers to bartenders and executives.

"These men are so unique," Link said. "They support one another and in fact, if you go back stage, you'll see them encouraging one another. If someone is very nervous, they offer encouragement. Off-stage, they stay in contact with another."

The first annual event will include competition in The Best of Elvis from the 50s, 60s and 70s categories. The top three of each competition will advance to the final round.

First place pays \$2,000, runner up is \$1,000 and third place pays \$500.

A long list of side activities will feature a Shake Rattle and Bowl bowling tournament at the Virgin River; along with various CasaBlanca special events that will include 4 Kings Slot tournament; a Blue Hawaiian buffet and a

---

Gospel brunch.

Finally, the blockbuster gathering will feature an Elvis karaoke and a welcome reception with White Trash Hors d'oeuvres. Also, there will be an Elvis Sock Hop featuring \$1 dances with the King to benefit a local charity.

"This is a very common event around the world," said Phoenix resident Sue Arko, who is working with Link to present the event at the CasaBlanca. "These types of events are also held in cities like Las Vegas, Atlantic City, Coolangatta, Australia; Penticton, British Columbia; Memphis, Tenn., and Tokyo, among a few. It's a big deal, to say the least."

Various room packages are available for the event including a two-night or three-night stay with four tickets, single or double occupancy at either the CasaBlanca Hotel Casino or the Virgin River Hotel Casino; along with a general seating package or premium seating package for competition in the CasaBlanca Event Center.

For further information, visit [www.casablancaresort.com](http://www.casablancaresort.com), click events and then click Elvis; call Mesquite Room Reservations at 877-438-2929; call Arko at 480-926-5547; or visit [www.uniquelyelvis.com](http://www.uniquelyelvis.com)

Contacts: Michele Evans, Black Gaming General Sales Manager, 888-711-4653, ext. 14; Mike Henle, The Idea Company Public Relations, 702-279-3483; Sue Arko, 480-926-5547.

###

---

**Contact Information:**

Michelle Evans  
Black Gaming  
888-711-4653, x14

-----  
Mike Henle  
Black Gaming  
702-279-3483