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For Immediate Release

ELVIS THE PENGUIN ADDED TO THE KING'S RANSOM

Elvis Museum Now Offering Unique Children's Book

Baton Rouge, LA – The King's Ransom added *Elvis the Penguin* to its treasure trove of Elvis Presley gifts offered to museum visitors. The children's storybook fills a long-vacant niche for children's books related to Elvis Presley, and debuted last month to record sales.

Russ Howe, co-owner of The King's Ransom, became convinced it would sell very well after his 10-year-old son gave it an enthusiastic thumbs-up. "My son just loved *Elvis the Penguin*. He read the book cover to cover, something he's never done before," said Howe.

The museum expects to see high demand from parents and grandparents wanting to introduce children to the rich, musical legacy of Elvis Presley through this unique storybook format. The King's Ransom is located inside Binion's Casino, 128 E. Fremont Street, Las Vegas, NV 89101, 702-366-7307.

Elvis the Penguin's adventures begin the moment he pops out of his shell in the Wildlife Habitat at the Flamingo Hotel in Las Vegas. His unusual pompadour warrants his being named Elvis, and soon he's waddling in the footsteps of his famous namesake, wanting to sing and perform on stage just like the King of Rock n Roll. His many attempts to reach his dream land Elvis and his friends into one, hot, hilarious mess after another. Fast-paced and full of happy penguins, panicked flamingoes, and a bevy of beautiful Las Vegas showgirls, it's a reminder that dreams, and dreamers, come in all shapes and sizes.

Author Kara Casanova's first book of fiction and first children's book, with illustrations by Anne Lipscomb, is perfect as a read-to or early-reader book for children, but it is also a fun read for anyone interested in penguins, Elvis or a humorous good time.

Elvis the Penguin is published by WingSpan Press, www.wingspanpress.com. Available now from Barnes & Noble.com and Amazon.com in premium-color softcover (ISBN 978-1-59594-509-9, \$17.95) and Kindle/eBook (978-1-59594-851-9, \$5.95)

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