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**ELVIS WHITE MAKES A SPLASH AT SARA  
BLAKELY FOUNDATION LAUNCH**

**EVENT HOSTED BY SIR RICHARD BRANSON  
WITH FEATURED PERFORMANCES BY  
ELVIS WHITE, JEWEL AND COLLECTIVE SOUL**

ATLANTA, GA - December 7, 2006 – Caribbean Reggae/SOCA sensation, **ELVIS WHITE**, made a host of new fans at the recent 'Give A Damn Party', the launch of the Sara Blakely Foundation. Sara Blakely is the inventor and founder of SPANX and is now on a mission to make the world a better place, one woman at a time. The event was held at the Historic Old Macy's Building in Atlanta Georgia and was hosted by Virgin empire founder, Sir Richard Branson.

**ELVIS WHITE**'s infectious stage show not only moved the crowd but also compelled Sir Richard Branson and Grammy Award winning recording artist Jewel to join them on stage for the waist winding finale to their MTV Tempo hit single, "Sexy Waist!"

Sir Richard Branson has the inside scoop on this phenomenal group. **ELVIS WHITE**, hailing from the British Virgin Islands, home to Sir Richard's private paradise, Necker Island, has performed all over the Caribbean including for Sir Richard's exclusive guests at Necker.

"For many years they have been delighting guests at my private resort in the BVI, Necker Island," states Branson. "Elvis and the band truly know how to electrify a crowd. ...**ELVIS WHITE** has what it takes

to succeed, and will make a name for themselves in the industry...The world is about to experience one of the true musical gems of the Caribbean..."

**ELVIS WHITE** is scheduled to release their debut album, **PROMISE – LIVE & DIRECT**, in spring 2007 on 17.20/Bungalo/Universal Records.

**Photos.**

#1 – L/R –ELVIS congratulates and thanks Sara Blakely on the extraordinary launch event

#2 - **ELVIS WHITE** performs on stage at Sara Blakely Foundation "Give A Damn" Launch Party. They are joined by guests including; Jewel and Sir Richard Branson.

For more information on ELVIS WHITE, please contact:

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