

Never Before Seen Elvis Presley Images Released

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New York, NY -- New, never-before-seen images of the King of Rock and Roll have just been released by Rock Paper Photo to mark the anniversary of his death. Elvis Presley died on August 16th, 1977.

"The impact he had was enormous," said Mark Halpern, co-founder and CEO of Rock Paper Photo. "Even 37 years after his death, he is one of the most idolized men of all time. These behind-the-scenes photographs of the young Elvis reveal private moments that are beautiful and very intimate."

The photos were taken by acclaimed photographer Alfred Wertheimer between 1956 and 1959. Some were included in his book, entitled "Alfred Wertheimer: Elvis and the Birth of Rock and Roll." The 400-page book is a collector's item with only 1,706 signed, numbered copies produced. Some of the new photos were outtakes from his Presley shoots that appeared in the book.

Wertheimer first met Presley in 1956 when the singer was 21 and had just released his first single with RCA, "Heartbreak Hotel." Wertheimer was a freelance photographer assigned to cover the then-little-known performer's appearance on Tommy Dorsey and Jimmy Dorsey's Stage Show. He shot many rolls of film, including a large number of offstage photos documenting the young singer's unguarded moments. Shortly after that meeting, Presley's fame skyrocketed. Wertheimer continued to photograph him over the next few years. "His early access to Elvis is part of what makes these new photos so extraordinary," said Halpern. "They're also of course technically accomplished and a window into Wertheimer's own early career. He was only a few years older than Elvis, still in his 20s when these were taken."

Rock Paper Photo already carries a sizable collection of Elvis Presley images, Halpern said, but wanted to add more. "We worked closely with Wertheimer to unearth these long-forgotten stills because we wanted something special to commemorate the anniversary of The King's death."

The photos can be viewed on Rock Paper Photo's website. High quality art prints are available for purchase in various sizes and materials. "Both serious collectors and Elvis fans will appreciate these," Halpern said.

About Rock Paper Photo

Rock Paper Photo displays and sells high quality art prints with iconic images of musicians, stage and screen stars, sports personalities, and art and fashion leaders. The photographs represent work from many renowned photographers. Rock Paper Photo's curated galleries can be viewed on their website, where individual images can also be purchased in several different formats.

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