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FOR IMMEDIATE RELEASE

Lloyd Price Interview Requests

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Harrah's New Orleans Hosts Welcome Home Celebration for Lloyd Price **"Mr. Personality" to Perform Two Shows at Harrah's Theatre, Oct. 22 & 23**

(NEW ORLEANS, La.) – Sept. 24, 2010 – Harrah's New Orleans is proud to present one of the most accomplished global icons in music history, Lloyd Price. "Mr. Personality" will return to his New Orleans roots to perform at Harrah's Theatre, Oct. 22 & 23, at 8 p.m. nightly, accompanied by his A-Team Orchestra and Voices of Angels background singers.

A hometown Son of Kenner, La., Price's climb to fame began when the Legendary Band Leader & Producer Dave Bartholomew stopped in Kenner to get a sandwich from Price's mother, Beatrice Price's Restaurant and discovered a teenager sitting on a piano singing a song called '*Lawdy Miss Clawdy*'. Bartholomew called the owner of Specialty Records, Art Rupe who was looking for young talent in New Orleans to come and hear Lloyd's Price's song "Lawdy Miss Clawdy. He immediately recorded the track with Dave Bartholomew and his band that included New Orleans icon, Fats Domino on the piano. "Lawdy Miss Clawdy" became the 'Song of the Year' and was # 1 on the charts for seven consecutive weeks. It immediately launched Lloyd Price, into stardom, making him the first teenager in music history to sell one million records.

Price continued on to become the only person in history to become a Six (6) time Hall of Fame inductee, including the Rock n' Roll Hall of Fame, the Bowling Hall of Fame, the Louisiana Music Hall of Fame, The National Black Sports & Entertainment Hall of Fame, The Amsterdam Hall of Fame, and the South Carolina Hall of Fame. He was inducted with Vanna White of the Wheel of Fortune in the South Carolina Hall of Fame.

In 2010, Price released his new book “Lawdy Miss Clawdy...The True King of the 50’s...The Lloyd Price Story” now being developed into a Musical. He paid tribute to his hometown with an appearance in the season finale of the HBO series, “Treme,” based in New Orleans. He was here to help Brad Pitt Make it Right on Aug 28 and rocked the House of Blues for a benefit for Katrina.

Back home in Kenner, the city paid tribute to Lloyd Price by naming a street after him called, “Lloyd Price Avenue” and each year celebrates “Lloyd Price Day.” A Lloyd Price Bronze Statue Tribute is being constructed in Kenner and sponsored by Rivertown Lions Club.

More on Lloyd Price visit:

www.lawdymissclawdy.com



Tickets are now on sale by calling 1 800-745-3000, ticketmaster.com, www.harrahneworleans.com and at Harrah’s Box Office the night of the show. You must be at least 21 to enter the casino and attend shows at Harrah’s Theatre.

More information about entertainment at Harrah’s New Orleans is available at www.harrahneworleans.com. You must be 21 to enter the casino.

Harrah’s New Orleans is operated by a subsidiary of Harrah's Entertainment, Inc., the world's largest provider of branded casino entertainment. Since its beginning in Reno, Nevada nearly 70 years ago, Harrah's has grown through development of new properties, expansions and acquisitions. Harrah's Entertainment is focused on building loyalty and value with its customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership.