

The BEATLES Are Coming!

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GRAMMY MUSEUM® AT L.A. LIVE PRESENTS *Ladies and Gentlemen...The Beatles!*

LOS ANGELES, Calif. (May 10, 2016) — Continuing the celebration of the 50th anniversary of The Beatles' arrival in the United States, *Ladies and Gentlemen...The Beatles* will make its Los Angeles debut on Friday, July 1. This successful traveling exhibit, curated by the GRAMMY Museum at L.A. LIVE and Fab Four Exhibits, explores and celebrates The Beatles' impact on pop culture from the perspective of their fans.

On display on the Museum's second floor through Sept. 5, 2016, the exhibit features more than 400 pieces of memorabilia, records, rare photographs, tour artifacts, video, articles of clothing, and more.

"We are very excited to finally bring The Beatles as a group to the GRAMMY Museum in Los Angeles, after having done focused exhibits on George Harrison, John Lennon and Ringo Starr," said Bob Santelli, GRAMMY Museum Executive Director. "This exhibit continues the celebration of the 50th anniversary of one of the most historic moments in music history — The Beatles' arrival in the United States. We look forward to showing our Los Angeles visitors the great impact this band had on music and pop culture at large."

More than 50 years ago, on Feb. 7, 1964, The Beatles arrived on American soil for the very first time. On Sunday, Feb. 9, the group — John Lennon, Paul McCartney, George Harrison, and

Ringo Starr — made their live American television debut on "The Ed Sullivan Show," which was broadcast from New York City and was watched by a record-breaking audience of 73 million people. The following Sunday, Feb. 16, the band made their second appearance on "The Ed Sullivan Show," again broadcast live, this time from the Napoleon Ballroom of the Deauville Hotel in Miami Beach. In between these first two Sullivan show appearances, the boys played their first American concert in Washington D.C., followed the next day with two performances at New York City's famed Carnegie Hall. It was during the group's first visit to America that "Beatlemania" took hold of the country and, soon after, the world.

Ladies and Gentlemen...The Beatles! opened in February 2014 at the New York Public Library for the Performing Arts before traveling to Bloomington, Minn. (Midwest Music Museum at Mall of America), Miami, Fla. (HistoryMiami), Tulsa, Okla. (Woody Guthrie Center), Austin, Texas (LBJ Presidential Library) and Cleveland, Miss. (GRAMMY Museum Mississippi).

About The GRAMMY Museum

Paying tribute to music's rich cultural history, this one-of-a-kind, 21st-century museum explores and celebrates the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the premier recognition of excellence in recorded music — the GRAMMY® Award. The GRAMMY Museum features 30,000 square feet of interactive and multimedia exhibits located within L.A. LIVE, the downtown Los Angeles sports, entertainment and residential district. Through thought-provoking and dynamic public and educational programs and exhibits, guests will experience music from a never-before-seen insider perspective that only the GRAMMY Museum can deliver.

The GRAMMY Museum is open Monday through Friday from 10:30 a.m. to 6:30 p.m., and Saturday and Sunday from 10 a.m. to 6:30 p.m. For more information, please call 213.765.6800 or visit www.grammymuseum.org. For breaking news and exclusive content, follow @TheGRAMMYMuseum on Twitter and Instagram, and like "The GRAMMY Museum" on Facebook.

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