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## JOSIE COTTON & KEVIN PRESTON HONOR THE KING IN NEW SINGLE "THE BALLAD OF ELVIS PRESLEY"

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Even great musicians are usually forgotten. A select few become legends within their chosen styles. And once in a generation, a popular musician makes the leap from the entertainment section to the pages of history. Elvis Presley was an artist like that. His career was so seismic that we're still feeling the reverberations he made. Elvis wrote the rules we still follow: he taught us about pop phrasing, rock attitude, and spellbinding performance. Whether we know it or not, every time we pick up a microphone and perform rock music, or country, or soul, we're singing his praises. **Josie Cotton and Kevin Preston** are simply being more explicit about it than their peers.

"The Ballad Of Elvis Presley," Cotton and Preston's collaborative single, is a glorious tribute to the King — a testament to his enduring centrality to the story of American popular music, and a highly entertaining example of his influence. Both Cotton and Preston are show business veterans; they've seen styles come and go, and they've watched countless pretenders to the throne stumble. They may have made their names recording music in other genres, but Elvis's sound and Elvis's aesthetic is right there for Cotton and Preston, just like a heartbeat.

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For more information visit <https://josiecotton.com/> or <https://www.instagram.com/kevintylpreston/?hl=en>.



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