



## **For Immediate Release**

### **LiveAuctioneers.com to host online auction of George Harrison's Telecaster guitar from The Beatles' final live performance.**

September 2, 2003

*New York City* – Once in a while, a guitar becomes a part of history. Like in 1964, when Pete Townshend of The Who shattered his first one on stage at the Railway Hotel in Harrow and Wealdstone. Like when Jimmy Hendrix set his on fire during a show at Finsbury Park in London in 1967. Or like when George Harrison brought his Rosewood Telecaster to the rooftop of Apple Records on January 30, 1969, for The Beatles' final live performance.

On September 13, 2003, history will be made once again, as LiveAuctioneers.com presents the online auction for Harrison's legendary guitar.

The Rosewood Telecaster was custom made by Fender guitars as a prototype for a new line, and was given to Harrison as a gift. The body was constructed with a thin layer of maple sandwiched between a solid rosewood top and back, and the finished instrument was flown to England—in its own seat and accompanied by a courier—and hand-delivered to the Apple offices in December 1968. The guitar was used almost exclusively by Harrison in the *Get Back* recording sessions and was chosen by him to play the rooftop final performance in early 1969. Shortly thereafter, the members of The Beatles went their separate ways forever.

Harrison later gave the Telecaster to musician Delaney Bramlett, with whom he toured briefly at the end of 1969. Guitar collectors and historians have long known the whereabouts of the instrument, but few have had the privilege of seeing it in person. Now music lovers around the world will have a chance to own the classic piece by bidding online through LiveAuctioneers.com on September 13 at 1:30 PDT, while the live auction takes place at the Beverly Garland Hotel in Hollywood, California. The coveted Telecaster is estimated to fetch \$200,000-\$250,000.

Harrison's guitar, as well as rare autographs and entertainment industry memorabilia, are offered for sale by JulienEntertainment.com in association with Odyssey Auctions. Other lots for the Hollywood Legends and Pop Culture Sale auction include the tablets bearing the Ten Commandments from the classic Cecil B. DeMille film of the same name, as well as autographs from Hollywood and music industry celebrities, and stage and film costumes worn by stars such as Tom Hanks, Julia Roberts, Madonna, Michael Jackson, Gene Kelly and Elizabeth Taylor. Interested parties can place an absentee bid on any item at [www.liveauctioneers.com](http://www.liveauctioneers.com) up to one hour before the start of the sale, or register to participate via the Internet in real time while the auction takes place. There is no cost to register. Those who do not wish to bid can still watch the action live by going to [www.liveauctioneers.com](http://www.liveauctioneers.com) at the time of the event.

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*For more information about LiveAuctioneers.com and the Hollywood Legends and Pop Culture Sale, contact Julian Ellison, CEO of Live Auctioneers, at (646) 214-8900 or [julian.ellison@liveauctioneers.com](mailto:julian.ellison@liveauctioneers.com).*

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**About Live Auctioneers**

Live Auctioneers brings the auction house experience online, worldwide. Buyers participate in real time, bidding on lots from their desktop as the auction is being conducted live at the auction house. Live Auctioneers works with more than 70 prestigious auction houses around the globe, and has an alliance with eBay Live Auctions. To view the catalog of upcoming auctions, visit [www.liveauctioneers.com](http://www.liveauctioneers.com).