



Palm Springs Pride

NEWS RELEASE

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ADVOCATE FOR LGBT RIGHTS JOINS PRIDE BOARD

Palm Springs, California - 7/19/2010 - The Greater Palm Springs Pride organization announced today the election of LGBT rights activist Ron deHarte to its board of directors. deHarte will serve as the nonprofit organization's executive vice president and will be responsible for working closely with the board and community stakeholders in guiding the organization in the fulfillment of its mission. The board also confirmed that the 24th annual pride celebration of diversity, community and unity will be held November 6 & 7, 2010.

Board Treasurer John Willows said, "The appointment of deHarte fills a void created earlier this year when board president Jack Schloeder had taken ill." Schloeder has led Palm Springs Pride as its president over the past ten years. "The board of directors joins the entire community to send Jack get well wishes and prayers for a full and complete recovery." Willows added, "I'm pleased to see how effectively our board is performing in executing our ongoing strategy and moving the organization forward. Ron has a good understanding of the organization and we are excited to benefit from his expertise and leadership during this time."

A business leader in the non-profit, private, and public sector and recognized human rights and diversity champion, deHarte brings 25 years of experience in strategic planning, operations, financial management, and large-scale event production to pride. deHarte has served as the visionary leader of one of the largest equal rights pride organizations in the United States and has served on the board of directors for InterPride, the international organization for pride organizers. A nonprofit executive and large-scale event producer, he organized the largest single-day events and largest human rights action in the City of San Diego from 2006-2009.

deHarte stated, "Raising visibility and awareness of the LGBT community to break down barriers and achieve equal rights for all is an important part of pride events around the world. This will be a big year for Palm Springs Pride. No matter which way the prop 8 constitutionality decision goes, our pride events will give the community an opportunity to stand up, be counted, be seen, be heard and celebrate. We have a long road ahead to achieve equality."

Greater Palm Springs Pride
777 N. Palm Canyon Dr., Ste 102, Palm Springs, CA 92262

Recently deHarte served on the organizing committee for the Lemon Grove Pride Celebration and represented Palm Springs Pride in the Tijuana, Mexico Pride Celebration. In 2007 deHarte was recognized as the International Grand Marshal by the Tijuana GLBT Pride organization.

In addition to his service to Palm Springs Pride as a board member, deHarte has been a volunteer with the organization for the last four years. “For me, Palm Springs has a truly unique pride experience, everyone is friendly, the weather is absolutely fabulous and there is so much to do. I’m excited to serve on a platform that brings the community together, where people can be inspired, where we celebrate our past and where we can stand united for equal rights for all.”

In addition to deHarte, the executive committee of Palm Springs Pride includes Vice President Dave Mosher, Secretary Cheryl Burdeno, and Treasurer John Willows. President Jack Schloeder is on extended medical leave. Administrative Assistant Carla Hamberg said, “We encourage volunteers to help with the event and to serve on the board. Committed community members interested in participating in the growth and development of our region’s pride organization are encouraged to apply.” Volunteer information is available online at pspride.org.

About Palm Springs Pride:

The Greater Palm Springs Pride organization (pspride.org) is a non-profit organization founded to promote the public education and public awareness of individual rights and civil liberties of the Lesbian, Gay, Bisexual and Transgendered community and to promote the history, diversity and future prosperity of the Greater Palm Springs LGBT community. The organization produces the annual Palm Springs Pride Festival and Parade.

About the 2010 Palm Springs Pride Festival & Parade:

Known for its crystal blue skies, year-round sunshine, stunning landscape, palm tree lined streets and starry nights the City of Palm Springs comes alive during the annual pride celebration. The 24th anniversary of pride celebrations in Palm Springs will be held over the weekend of November 6 and 7, 2010.

On Sunday, November 7 rainbow flags and glitter will fill the streets as the ever present Mount San Jacinto Mountains star in the most scenic pride parade in the world. The downtown parade steps off at 10am and travels along historic Palm Canyon Drive.

Only a rainbow mile from downtown, the unique two-day pride festival is held at the former spring training home of the California Angels and Chicago White Sox. On pride weekend, thousands take to the field with the baseball diamond serving as the gathering spot for friends and a celebration of diversity and unity. Complete with gay-owned and LGBT friendly companies, the festival includes music, dancing, food vendors, and booths staffed by local organizations.

With over 125 parade contingents, 100 exhibitors, and several entertainment venues, the Palm Springs Pride Celebration and Parade is the largest annual gathering of LGBT people and allies in the Greater Palm Springs area. For more information please visit our website at PSPride.org.

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