



Greater Palm Springs Pride

NEWS RELEASE

FOR IMMEDIATE RELEASE

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GREATER PALM SPRINGS PRIDE WEEK MAKES HUGE ECONOMIC IMPACT

\$22 Million Dollars in Economic Activity Generated by 2015 Pride Week in Palm Springs

Palm Springs, CA – (April 15, 2016)...The Greater Palm Springs Pride nonprofit organization announced today the results from its annual economic impact review of the Pride Week celebration in November 2015. Data from attendees participating in official events including the Pride Festival and Pride Parade reveals that the 2015 human rights and cultural tourism celebration generated over \$22 million dollars of organization and audience expenditures in the region. The impact increased from \$20 million in 2014.

Named as one of the “Best 11 Gay Pride Festival Trips on the Planet” by Jetsetter Magazine in 2015, attendance at more than two dozen official Palm Springs Pride events passed 130,000. In addition to direct spending by attendees at events and parties, tourism revenue was generated from lodging, transportation, retail shopping, and restaurants.

The Pride organization’s year-round marketing efforts coupled with those of the Palm Springs Bureau of Tourism and the Greater Palm Springs Convention & Visitors Bureau reinforce the first weekend of November in Palm Springs as a destination location to travelers around the world. Core attendance figures are fueled by locals, day visitors and tourists from drive markets. In 2015, the celebration also played host to visitors from across the United States, Canada, Mexico, Great Britain, Germany and Australia.

Greater Palm Springs Pride
329 W. Mariscal Rd, Palm Springs, CA 92262

“Pride Week is a time when the City of Palm Springs is showcased as a diverse and supportive community,” said Ron deHarte, president of Greater Palm Springs Pride. “Our vibrant LGBT community, allies and visitors from around the world relish the inclusivity of Pride Week.” Pride Week’s November festival is a multi-day celebration of diversity, inclusivity, art, fashion and culture. The twenty-five official events in 2015 included the GQ Goes West fashion show, Broadway in Drag Pageant, multiple pool parties, Dyke March, L-Fund Women’s Dance, Arenas Rd. Block Party, a two-day festival, and the Pride parade.

The City of Palm Springs has been home to Pride events since 1986 and has played a significant role supporting Pride since the parade was first moved to Palm Canyon Dr. in 1997. The Pride Week celebration of equality, diversity and unity, is the single largest civic LGBT event in Palm Springs.

Pride Week 2016 is scheduled for November 1-6. Key events will include the November 1 George Zander Candle Light Vigil and March in memory of all victims of hate crimes, the Pride Parade on November 6 and the two-day Pride Festival on November 5 and 6. The three events are featured highlights of Palm Springs Pride Week.

For more information about Greater Palm Springs Pride, visit www.pspride.org and follow us on Facebook at www.facebook.com/palmsprings.pride.

About Greater Palm Springs Pride:

Greater Palm Springs Pride (pspride.org) is a 501(c)(3) non-profit community enhancement organization established to promote the public education and awareness of individual rights and civil liberties of the LGBT community and to promote the history, diversity and future prosperity of the Greater Palm Springs LGBT community. Celebrating its 30th Anniversary in 2016, the organization continues to serve as a catalyst for celebrating the strength, equality, dignity and self-determination of the LGBT community locally and globally. Programs of the organization include the Harvey Milk Diversity Breakfast, Pride Parade and Festival, the Community Pride Breakfast, Pride Honors Awards, the Arenas Rd. Block Party, OUT PSP and the new Pet Pride Parade.

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