



Greater Palm Springs Pride

NEWS RELEASE

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FREE BLOCK PARTY ON ARENAS ROAD ADDED TO PALM SPRINGS GAY PRIDE WEEKEND

Street party to include openly gay New York City-based artist Cazwell, pop artist Simon Curtis and guest DJs

Palm Springs, CA (October 6, 2011) - Greater Palm Springs Pride in partnership with the Arenas business owners announced today they have created a new inclusive event as part of the Palm Springs annual Gay Pride celebration. Arenas Rd. Block Party '11 is a free dance party.

The diverse all-star entertainment lineup features Cazwell who brings a sexy and fun mix of electrified dance music and old school hip-hop to Palm Springs. Cutting edge DJ Paul V. (Bootie LA) and DJ Dance Bitch will bring their creative DJing talents to the desert along with the Bearded Ladee, Billy Francesca.

The lineup includes avant-garde pop artist Simon Curtis, sassy hip-hop femm-sation Lady Tigra, Raja from RuPual's Drag Race, Drag U's BeBe Zahara Benet and Twisted Movement Dance Company.

Additional acts have yet to be announced for the one night music and dance fest being billed as "Palm Spring's Largest Block Party." The Arenas Road Block Party is scheduled for November 5, from 6 p.m. to 11:30 p.m. on Arenas Rd. between S. Indian Canyon and South Calle Encilia.

"This is an opportunity to bring your friends and celebrate Pride in Palm Springs Style. No need to pay covers or buy pricy admission tickets this pride celebration is for the entire community," said Ron deHarte, executive vice president of Palm Springs Pride. "Bring your friends and enjoy the music under the stars



Cazwell to headline free community Block Party during pride weekend in Palm Springs Nov 5.



Pop artist Simon Curtis brings his independent and unique music to Palm Springs on Nov 5.

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

on Arenas Road.” deHarte added, “This will be the place to be on Pride weekend. Thousands of dancing partygoers, a few dishy drag queens and a handful of surprises are expected.”

BLOCK PARTY '11 is a free 21+, Lesbian, Gay, Bisexual, Transsexual, Transgender, Intersex, Queer/Questioning, 2 Spirited, and Ally inclusive celebration. Street performers along with food and Budweiser, Stolichnaya, Milagro, Hendricks and Sailor Jerry beverage stations will also fill the streets. ASL interpretation will be available.

ABOUT GREATER PALM SPRINGS PRIDE

The Greater Palm Springs Pride organization (pspride.org) is a 501(c)(3) non-profit community enhancement organization founded to promote the public education and public awareness of individual rights and civil liberties of the lesbian, gay, bisexual and transgender community and to promote the history, diversity and future prosperity of the Greater Palm Springs LGBT community.

For twenty-five years, Palm Springs Pride has been a tireless advocate for equality and diversity. This year's Pride celebration theme is: “Justice Today. Equality Forever!” For information about upcoming events and volunteer opportunities visit the web site at: PSPride.org.

The 2011 Palm Springs Pride Celebration is November 1 - 6.

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