



Greater Palm Springs Pride

NEWS RELEASE

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Desert Pride Organization's Freedom to Marry Balloons Wow the Crowd at the Nation's Fourth Largest Pride Parade

Palm Springs, CA (July 23, 2012) - Greater Palm Springs Pride represented the Coachella Valley in the San Diego Pride parade on July 21 and debuted several new 20-foot-tall character balloons including same-sex couples Adel and Eve and Adam and Steve. The custom designed giant balloons were featured in the parade to draw attention to equal rights and the freedom to marry for all individuals.

At more than 60 times their traditional 4-inch size, the lovable Adel and Eve are cake toppers that were transformed into a balloon measuring 15 feet long, 14 feet wide and 20 feet tall. Adam and Steve are just over 20 feet tall, eight feet wide and eight feet long.

A team of 50 volunteers guided the crowd pleasing balloons through the Hillcrest neighborhood of San Diego. According to San Diego Pride 150,000 people lined the route and saw the balloons.

The Adel and Eve balloon complete with white wedding dresses, six foot veils and a four foot bouquet in their hands appeared to hover the road Saturday against a bright blue sky and brilliant sunshine in front of a crowd reported to be 150,000 strong. Adam and Steve donned their finest black tuxedos and nearly two foot wide bow ties and were met with loud cheers and applause by spectators.



In addition to the balloons, two couples were on hand and featured in the parade contingent. Cathedral City Council Member Sam Toles and his husband Matthew rode in a convertible and Lilia Marodi marched in her wedding gown with Becky Marodi, the woman she wants to legally marry but is not allowed to marry.

"Having Council Member Toles and his husband in the parade along with the Becky and Lilia helped put real people in front of the freedom to marry issue," said Ron deHarte, president of Palm Springs Pride.

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In the last three weeks, Palm Springs Pride has partnered with the Palm Springs Bureau of Tourism to present parade contingents in the World Pride Parade in London and at San Diego Pride. “Participating in other Pride parades provides an opportunity to raise awareness for equal rights, show support to other pride organizations and showcase Palm Springs as a welcoming, LGBT friendly destination.” added deHarte.

The balloons will travel the country promoting Greater Palm Springs Pride.

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-six years, Palm Springs Pride has been a tireless advocate for equality and diversity. This year’s Pride celebration theme is: “Long May it Wave!” For information about upcoming events and volunteer opportunities visit the web site at: PSPride.org. The 2012 Palm Springs Pride Celebration is November 1 - 4.

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