



Greater Palm Springs Pride

# NEWS RELEASE

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## ***U.S. Bank Vice President Keith Howard Joins Greater Palm Springs Pride's Board of Directors***

Palm Springs, CA (May 9, 2012) — Greater Palm Springs Pride today announced that Keith Howard, vice president of U.S. Bank, was elected to the organization's board of directors. Keith also sits on the Palm Springs Art Museum's Education Committee.

"Keith is doing a terrific job supporting local organizations including Coachella Valley Economic Partnership, Women Leaders Forum, Coachella Valley Housing Coalition, Martha's Village & Kitchen, The California State San Bernardino-Palm Desert Campus Foundation, and we look forward to his contributions as a member of Palm Springs Pride's board of directors," said Ron deHarte, Palm Springs Pride's president. "We are very focused on increased collaboration and we think Keith's insights and experience will be very valuable in helping to guide the Pride organization."



"I am elated with pride to contribute in this capacity. My goal is to encourage participation in Palm Springs Pride related events, to solicit support for the organization and instill pride in being a benefactor of the open and diverse community in which I live and work," said Keith Howard.

"I'm really looking forward to working with Ron and Pride's board to help raise awareness and achieve equality for all. Our Pride organization has turned the corner and is doing great work."

*Keith Howard.*

*Photo by U.S. Bank*

At U.S. Bank, Keith serves as vice president and district manager of the Palm Springs region. Before joining the board, he led the U.S. Bank volunteer involvement with Pride. U.S. Bank has supported Palm Springs Pride since 2010. "The core fundamental purpose of Pride to me is that it fosters inclusivity where one can be proud of being LGBT. My partner of twenty-one years and I have the great fortune to live and work in a diverse community, allowing us to enjoy life in an unbiased community we call home," added Howard.

Keith's thirty-eight years of financial institution experience give him a well-seasoned business and community based perspective which perfectly complements Pride's needs as a rapidly growing non-profit community enhancement organization.

Keith has a Bachelor of Arts degree from Oklahoma State University. He currently serves on various boards and committees including the U.S. Bank Employee Development Network of the Inland Empire – Southern

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California, U.S. Bank Foundation Grant Committee member of the Inland Empire – Southern California and as president of the Andreas Hills – Phase 5 HOA. In addition to his service with Greater Palm Springs Pride, he has been an active participant in the American Cancer Society Relay for Life, the Desert Rainbow Foundation and the Palm Desert Chamber of Commerce.

**About U.S. Bank:**

U.S. Bancorp (NYSE: USB), with \$219 billion in assets, is the parent company of U.S. Bank, the 6th largest commercial bank in the United States. The company operates 2,472 banking offices and 4,841 ATMs, and provides a comprehensive line of banking, brokerage, insurance, investment, mortgage, trust and payment services products to consumers, businesses and institutions.

**About Greater Palm Springs Pride:**

The Greater Palm Springs Pride organization ( [www.pspride.org](http://www.pspride.org) ) is a nonprofit organization founded to promote the public education and 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. Programs of the organization include the Pride Parade and Festival, the Community Pride Breakfast, Pride Honors Awards, the unique Downtown Block Party and OUTday PSP.

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](http://PSPride.org). The 2012 Palm Springs Pride Celebration is November 1 - 4.

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