



Greater Palm Springs Pride

# NEWS RELEASE

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## Long May It Wave! Set As 2012 Greater Palm Springs Pride Theme

**Palm Springs, CA** – (February 12, 2012)...The Greater Palm Springs Pride board of directors announced the theme for the annual Palm Springs Pride Celebration scheduled for November 3 and 4 is "Long May It Wave". The theme sets the tone for the 26<sup>th</sup> annual celebration and will be visible on parade floats and in marketing materials promoting Palm Springs as a welcoming and inclusive LGBT destination.

The 2012 Palm Springs Pride theme is a salute to the worldwide symbol of equality whose rainbow stripes have led a fight for equality while embracing our diversity and celebrating the unity of our community. Intended to celebrate the past and future progress toward equality, the theme also celebrates the profound sense of pride that the rainbow flag brings to individuals around the world.

Pride 2012 raises awareness for equal rights and full equality for individuals locally and globally. In our own backyard, we are one step closer to the day when every American will be able to marry the person they love, regardless of gender, and to have that important commitment recognized by the law of the land. However, gay and lesbian individuals in California and forty-three other states still don't have the right to marry the person they love and in seventy-six countries around the world it is still illegal to be gay.

"The theme reminds us that in the land of the free and the home of the brave that we continue to live without full equality for all," said Ron deHarte, President of Greater Palm Springs Pride. Lesbian, gay, bisexual and transgender individuals are denied basic equal rights. The work to achieve equality continues. deHarte added, "Beyond encouraging conversation and helping to raise awareness for equal rights for all, we hope the theme sets the stage for a broad range of creative expression in this year's pride parade."

The two-day pride festival will be held November 3 and 4 and the parade will step off at 10 a.m. on November 4. Both events are featured highlights of the Palm Springs Pride celebration of equality, diversity and unity. For more information about the pride celebration visit Palm Springs Pride online at [www.pspride.org](http://www.pspride.org).

### About Greater Palm Springs Pride:

The Greater Palm Springs Pride organization ( [www.pspride.org](http://www.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 transgender community and to promote the history, diversity and future prosperity of the Greater Palm Springs LGBT community.

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