



Greater Palm Springs Pride to Celebrate 30th Anniversary

2016 Dates Announced and New Statistics Released

Palm Springs, CA - Greater Palm Springs Pride Officials announced the official dates for the Annual Palm Springs Pride 2016 along with highlighting the human rights and economic impact the festival has on Palm Springs and the surrounding Coachella Valley.

Celebrating the 30th Anniversary of Pride in the Coachella Valley, the Pride Committee released impressive economic numbers demonstrating how Palm Springs Pride supports a multitude of businesses and many necessary programs throughout the Coachella Valley. In 2015 attendance at official Pride Week events surpassed 130,000 and the economic impact to the Palm Springs area is estimated at \$22 Million dollars in revenue. With 40% of those traveling staying in hotels, vacation rentals or timeshares and spending an average of \$310.82 per day in Palm Springs on rooms, shopping and dining. Including visitors from across the USA, Canada, Great Britain, Germany, Japan, Korea and Australia, proving the Coachella Valley's International draw continues to grow.

The primary focus of the Pride Committee is promoting education and inclusiveness and the celebration of diversity throughout the Coachella Valley. A secondary benefit of the Pride organization's work is the significant economic impact Pride Week has on the region. During the year the Pride Committee and volunteers produce a variety of events such as; the Harvey Milk Diversity Breakfast, The Pride Honors Awards, the Pet Pride Parade, mentorships with other Pride organizations, and collaboration with nonprofits throughout the Coachella Valley. Palm Springs Pride is committed to supporting LGBT youth in the Coachella Valley. In 2015 the Pride Committee was able to raise and donate \$20, 416 in Grants from the Pride Youth Fund to support grassroots youth engagement activities throughout the Coachella valley schools through mentorship, community engagement, team building and anti-bullying efforts and to create safe and affirming opportunities for LGBT youth.

Fundraising is done throughout the year and culminating during Palm Springs Pride Week. The multi day celebration of diversity, inclusivity, art, fashion and culture will run from Monday, October 31 – Sunday, November 6 and includes 25 official events including the GQ Goes West fashion show, Broadway Drag pageant, L-Fund Women's dance, pool parties, the Arenas Rd Block party, two-day festival, parade, Pet Pride Parade and the George Zander Candlelight Vigil and March in memory of all the victims of hate crimes.

For more information: PSPride.org

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Electronic Press Kit - Greater Palm Springs Pride . pspride.org

FACT SHEET – Pride Week November 2016

MEDIA Contact: Jonathan@thehollenbeckgroup.com
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DATES: Monday, October 31 – Sunday, November 6

WHERE: Downtown Palm Springs and various locations throughout the Greater Palm Springs area

COST: Pride Festival and Parade are free to attend.

MORE: Pride Week's friendly, fun November festival is an exciting multi-day celebration of diversity, inclusivity, art, fashion and culture.

Twenty-five official events include the GQ Goes West fashion show, Broadway in Drag Pageant, Dyke March, L-Fund Women's Dance, pool parties, Arenas Rd. Block Party, two-day festival, parade, and the George Zander Candlelight Vigil and March in memory of all victims of hate crimes.

The 501(c)(3) nonprofit organization fosters Pride in and respect for the LGBT community locally and globally

- 2016 marks the 30th Anniversary of Pride in the Coachella Valley – October 31 - November 6.
- The City of Palm Springs designated the Pride Parade a signature event in the late 90s and now the downtown Pride Festival is the largest California Pride Festival south of San Francisco.
- Pride Week attendance at official events in 2015 surpassed 130,000.
- The economic impact of Pride Week 2015 to the Palm Springs area was estimated at \$22 million.
- Marketing efforts for Pride reinforce the first weekend of November in Palm Springs as a destination location to travelers around the world. Visitors are enriched through focused human rights awareness, entertainment and a celebration of diversity in the community.
- Our vibrant LGBT community, allies and visitors from around the world relish the inclusivity of our city.
- Pride attracts tourists from drive markets, day visitors, locals, national and international visitors with its regional and national marketing efforts.
 - 72% travel to Palm Springs explicitly to participate in the Pride events
 - 40% of those registering for official Pride events in 2015 were attending Pride in Palm Springs for the first time
 - Visitors from across the United States, Canada, Mexico, Great Britain, Germany and Australia attended in November 2015
 - 40% of those traveling stay in a hotel, vacation rental or timeshare and spend an average of \$310.82 per day in Palm Springs on hotels, shopping, and dining
- Since 2010 Pride has generated \$1,050,000 in hotel transient occupancy tax (TOT).
- 175 volunteers supported Pride Week 2015, doing everything from organizing the 3,000 participants marching in the parade and controlling crowds along the route to coordinating the 120 performers appearing in seven entertainment venues and staffing multiple hospitality venues.

- \$20,416 in grants were made in 2015 from the Pride Youth Fund to support grassroots youth engagement activities through the Coachella Valley.
- Unlike other large events in Palm Springs, Pride is FREE to attend for the entire community as well as guests from around the world.

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Pride Week • pspride.org

CALENDAR LISTING

MEDIA Contact: Jonathan@thehollenbeckgroup.com . 888-942-4274 x707

WHAT: Pride Weekend

DATE: Friday, November 4 – Sunday, November 6, 2016

WHERE: Downtown and various locations throughout the Greater Palm Springs area

COST: Pride Festival and Parade are free to attend. Other events individually priced

MORE: Pride Week's friendly, fun November festival is an exciting multi-day celebration of diversity, inclusivity, art, fashion and culture. Twenty-five official events include the GQ Goes West fashion show, Broadway in Drag Pageant, Dyke March, L-Fund Woman's Dance, pool parties, Arenas Rd. Block Party, two-day festival, parade, and the George Zander Candlelight Vigil and March in memory of all victims of hate crimes.

Information at pspride.org

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About Pride in the Coachella Valley

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The 501(c)(3) nonprofit Greater Palm Springs Pride organization fosters Pride in and respect for the LGBT community locally and globally through its programs which include:

Activism and Awareness

We support LGBT civil rights activism and mentorship of other Pride organizations around the world and promote awareness of Lesbian, Gay, Bisexual and Transgender individuals.

- **Palm Springs Pride Parade:** The largest equal rights celebration in Palm Springs.
- **Pride Festival:** An inclusive and diverse celebration of the community that exemplifies our mission, vision, and values
- **Harvey Milk Diversity Breakfast:** Palm Springs Pride is a lead organizer and fiscal sponsor of this annual coalition building effort. The event seeks to bring together all who support equality and justice to celebrate the memory of this influential civil rights activist.
- **Pride Honors Awards:** The prestigious Pride Honors are presented annually to individuals in order to recognize and honor their efforts in raising awareness and furthering the causes of lesbian, gay, bisexual and transgender individuals and their allies.
- **Mentorship:** Palm Springs Pride recognizes the importance of the Pride movement worldwide by making donations to these organizations and by sharing our experience and skills.



George Zander Candle Light Vigil and March: Held annually in memory of all victims of hate crimes. We gather on Arenas Rd. to remember George Zander and recommit to the fight to change hate, intolerance and ignorance into love and acceptance. On November 1, the anniversary of the attack against George and Chris Zander, the event features a march through the heart of Palm Springs with a rally on Arenas Rd.

Community Service

- **Grant Funding:** Palm Springs Pride provides grants to organizations which directly impact the LGBT communities in the region. Various fundraising vehicles are used to raise and earmark donations to the Pride Fund. Special emphasis is placed on supporting Coachella Valley Youth and Gay-Straight Alliance organizations at the region's high schools.

- **Direct Community Support:** Palm Springs Pride directly supports community organizations by providing scholarships, fee waivers, making charitable contributions, and sponsoring various events.
- **Partnerships:** Palm Springs Pride creates partnerships with organizations enabling them to raise funds in exchange for their involvement in Pride programs.



Youth Engagement

We strive to create safe and affirming opportunities for youth to participate in activities related to Pride.

Youth Engagement: Palm Springs Pride is committed to supporting LGBT youth in the Coachella Valley through mentorship, community engagement and by directly funding grassroots programs in support of youth development, team building and anti-bullying efforts. Additionally, we create safe and affirming opportunities for youth to participate in activities related to Pride.

We actively collaborate with Safe Schools Desert Cities to connect with youth and provide funding through the Pride Youth Fund.

In 2015, \$20,416 was raised to:

- Support multi-year recognition program for all LGBT/supportive graduating Seniors
- Provide a Harvey Milk educational kit to all GSA organizations to introduce students to Harvey Milk
- Provide training and promote camaraderie at the Rainbow Youth Summit in March
- Provide scholarships to teachers for the Rainbow Summit
- Honor the GSA Advisor of the Year
- Sponsor a Harvey Milk Essay contest (one written and one digital with 1st, 2nd and 3rd prizes)
- Provide bus passes directly to GSA students so they can participate in community, educational and social events

LGBT Wall of Honor - Landmark Monument Campaign

Palm Springs Pride is the lead organizer of this campaign to preserving and showcasing the history of the local LGBT movement for future generations.

- **The Wall of Honor:** A landmark monument will honor and remember important local LGBT community members. The monument will recognize and celebrate those Palm Springs LGBT community members and allies who have had a significant and positive impact on the Palm Springs LGBT community. The monument will be a visible and lasting reminder of our rich history of courage, spirit, achievement, and activism.

Affiliations

Palm Springs Pride represents the interest of the Coachella Valley LGBT community as a member and supporter of the Palm Springs Desert Business Association, Consolidated Associations of Pride, Inc. (CAPI), the International Association of Lesbian, Gay, Bisexual, Transgender Pride Coordinators (InterPride), the International Festival and Events Association, the International Lesbian and Gay Association (ILGA), the National Gay and Lesbian Task Force, Equality California, Transgender Law Center, National Center for Lesbian Rights, the American Civil Liberties Union, AIDS Life Cycle, and the Human Rights Commission.

Greater Palm Springs Pride

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