



Greater Palm Springs Pride® Announces Management Team for 2015 Festival & Parade

For more information, contact:

Joshua Ryan, Marketing Director
Greater Palm Springs Pride
971.282.7189

jryan@scarlettmarketing.com

May 5, 2015 – Greater Palm Springs Pride which produces Coachella Valley's Pride celebration including a free Festival, Parade and slate of official events which are expected to attract more than 140,000 guests, participants and spectators November 6-8, 2015 to downtown Palm Springs today announced the volunteer management team that will produce this year's events.

The management team which is supervised by Greater Palm Springs Pride, a 501c3 non-profit organization, includes the following members:

Ron deHarte – President

Ron deHarte is actively involved in the LGBT community and he serves as the President of Greater Palm Springs Pride, Secretary of the Consolidated Association of Pride and he's in his fourth term on the board of directors for InterPride the international association of Pride organizers. He's been recognized as the International Grand Marshal of the Tijuana Pride parade and as the 2012 International Friend of the Year. Ron is also a founding co-chair of the Coachella Valley Harvey Milk Diversity Breakfast Coalition and he was recently named the 2015 Outstanding Community Service Leader by the Desert Business Association.

deHarte, a father of two pre-teen boys, enjoys cooking with friends, travel and painting. As a visual artist his abstract and expressionist paintings are vibrant and multi-dimensional. For 30 years his works have captured subjects in striking colors depicting a fleeting images or thoughts. His work "Justice Square" received the 2013 Special Award in the juried San Diego Art of Pride show.

Joshua Ryan – Marketing Director

Joshua Ryan is Marketing Director for Palm Springs Pride. A long-time community LGBTQ activist, Ryan has served on the Pride Boards for Las Vegas, Portland and Orange County Pride over the past 14 years. As alter-ego, Emmy-nominated female impersonator, Sasha Scarlett, Ryan has hosted Long Beach, Las Vegas, Inland Empire, Seattle, Portland, San Diego and countless other Pride Festivals from coast to coast. Ryan has owned a marketing and advertising agency specializing in special events for 15 years and managed public relations, advertising, promotions, social media and internet marketing for dozens of events and as a staff member at five Fortune 500 companies including Hyundai, Daihatsu Automobiles, Microsoft Licensing, Barnes & Noble and Gannett Publishing. Ryan recently served on the committee that created the inaugural

Cathedral City LGBT Days Festival, is a writer for Rage Magazine, is a Palm Springs resident and father of 3 amazingly well-adjusted children. Ryan presently is also the National Accounts Manager for the Desert Sun Media Group, Palm Springs largest daily newspaper and largest digital media company in Coachella Valley. Josh can be reached at joshua@pspride.org.

Fernando Noriega – Entertainment Director

Fernando Noriega, a So Cal native, but new to the desert, finds himself back in California after a decade in Salt Lake City. He landed his first role in the LGBT non-profit field as a member of the Board of Directors of Equality Utah in 2004. Since then he has had varied roles within other Utah non-profits. He established the young adult social program, UP365 for the Utah Pride Center, solicited business donations for HRC Utah's annual gala and silent auction, designed marketing campaigns for Damn! These Heels, Utah's LGBT Gay Film Festival and most recently he was Entertainment Director for the 2013 Utah Pride Festival. His company also produced and marketed countless LGBT events in Salt Lake City.

He is not only returning to California but also returning to banking as a Small Business Banker for Bank of America. Excited to be back to California's perfect weather and thrilled to be a part of another great organization, Fernando is looking forward to an amazing 2015 Greater Palm Springs Pride Festival! Fernando can be reached at entertainment@pspride.org.

If you are interested in performing at Pride complete the on application at:
<http://pspride.org/participate/forms/performers>.

Reggie Cameron – Entertainment Manager

In the late 90's, Reggie Cameron began his career in marketing and public relations representing dot-coms in San Francisco which eventually landed him a role managing media outreach and events for Playboy Online in NYC. He later joined staff at the second largest art museum in the United States as a spokesperson for the Brooklyn Museum. Spending several years working with Martha Stewart, George Lucas, Judy Chicago, Gordon Parks, Takashi Murakami, and Nam June Paik (among others) while battling Rudolph Giuliani over the decency of art in NYC museums. Cameron works with an array of clients from fashion, fine art, hospitality, dining and politics, as well as producing and hosting events. Cameron is on the Board of CASA (Court Appointed Special Advocates) for Riverside County which advocates for youth in the foster care system. He himself spent 14 years in LA County foster homes. In 2012 he was named at the top of the Frontiers Magazine "Hot List" and also contributes to several media outlets including Huffington Post, PBS, VICE, Palm Springs Style and OUT Magazine.

Bella da Ball – Entertainment Manager

Bella da Ball, Palm Springs area social ambassador and hostess with the mostest, is a recipient of a star on the Palm Springs Walk of Stars (located at 369 North Palm Canyon). Bella received SafeSchools Desert Cities Champion for Youth Award for LBGTQIA Youth in the Desert, PrideNation Best Entertainer People's Choice Award for many years, Community Service Award from AAP (AIDS Assistance Program) at Evening Under the Stars with Cyndi Lauper and others.

Bella appeared in "Hairspray" with Bruce Vilanch at Musical Theatre University Rancho Mirage High School. Other involvement includes the Gay Straight Alliance Rainbow Youth Summit and Prom, Greater Palm Springs Pride and its Cabaret Stage, Broadway in Drag Pageant, Palm Springs International Film Festival and ShortFest, Modernism Week, Barbara Sinatra Children's Center, Desert Winds Freedom Band concerts and events, Arenas Road Halloween celebrations, Palm Springs Women's Club, Fashion Week El Paseo, AAP Oscar's Night, DAP events and many others.

Bella presents the weekly Lipstick show every Thursday at Copa, the weekly Cabaret Variety Revue every Tuesday at Georgie's Alibi Azul, and the weekly Trivia Game Night Mondays at Ace Hotel. Bella returns to Pride to produce and host the cabaret venue. Check out Bella da Ball on Facebook.

Pat Bergman – Parade Director

Pat is a native Californian, living in Palm Springs since 1994. Pat has 2 adult sons: Patrick who is heavily involved in the Pride Parade and Drew who is an instructional aide working with emotionally disturbed high school students. Pat has 4 dogs and works full time from home as a Claims Manager (insurance claims). An avid hiker and bicyclist, Pat has had to but both activities are on hiatus until she recovers from her recent total knee replacement.

Pat started her volunteer activities with Greater Palm Springs Pride in 2010, as parade staging coordinator/supervisor. Pat has now assumed the duties of Parade Director.

Pat volunteers her time to several local organizations including: Desert AIDS Project, AIDS Assistance Program, Cinema Diverse, Human Rights Campaign, Cabot Pueblo Museum and the National Center for Lesbian Rights. Pat was honored last year as co-recipient of the Spirit of Stonewall Community Service Award and believes her volunteering supports the vital humanitarian efforts in our community. Pat can be reached at pat@pspride.org.

Leif Wauters – Exhibitor Relations Manager

Leif Wauters is a recent transplant to the desert and is excited to be joining the Palm Springs Pride team as Exhibitor Relations Manager. Having spent the last four years in New Zealand with his Kiwi husband, they now call Palm Springs home and the place where Leif can continue supporting community events as he has for the better part of two decades. Previously, he has been on the board of Folsom Street Events, helped to run the vendor market at Chicago's infamous IML for 10 years, spent six years on the Working Group and Board that produced the REAL BAD fundraiser in San Francisco and had the honor of being editor of New Zealand's national LGBTQ magazine *express* during his time in Middle Earth. With an extensive business operations and communications background, Leif's energy and skills are welcome to the Pride team. Leif can be reached at leif@pspride.org.

About Greater Palm Springs Pride:

Greater Palm Springs Pride (pspride.org) is a 501(c)(3) non-profit community enhancement organization founded to promote the public education and awareness of individual rights and civil liberties of the lesbian, gay, bisexual and transgender community. Established in 1986, the organization continues to serve as a catalyst for celebrating the strength, equality, dignity and self-determination of the LGBT community locally and globally.

For more information about Greater Palm Springs Pride, visit www.pspride.org. Follow us on Facebook at www.facebook.com/palmsprings.pride. The 2015 Palm Springs Pride Celebration is scheduled for November 6-8.

Greater Palm Spring Pride also seeks volunteers for a variety of positions including roles with the Festival and Parade. Those interested in volunteering should contact the manager or director for the area you are interested in at: <http://pspride.org/volunteer>.

Greater Palm Springs Pride is also seeking entertainers, sponsors and exhibitors. For more information on the Festival and Parade, please visit: www.PSPride.Org.

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