



Greater Palm Springs Pride

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Free Palm Springs Pride App Available for iPhone

First App to Facilitate Official Palm Springs Pride Activities

Palm Springs, CA (September 24, 2012) – Greater Palm Springs Pride announced today that their official Palm Springs Pride App is now available to [download](#) from the iTunes App Store. Through the app, developed in partnership between Palm Springs Pride and EDGE Media Network, iPhone, iPad and iPod Touch users will be able to keep track of festivities during Pride Week as well as all other official Palm Springs Pride events. App users will be able to access information and receive updates on Palm Springs Pride events, upload photos, and connect with other revelers.

“There is no better tool to get up to date Pride event information, purchase tickets or share Pride Weekend pictures,” said Ron deHarte, president of Palm Springs Pride. “The app is a great way to reach out to the community and encourage their involvement in the celebration.”

The app was designed and developed by EDGE Media Network, working with Palm Springs Pride. Headquartered in Boston, EDGE is the largest network of local lesbian, gay, bisexual and transgender (LGBT) news and entertainment portals in the world, serving about 1 million dedicated readers from a variety of metropolitan areas around the United States and beyond.

“At EDGE, we believe that the LGBT community is a diverse, dynamic group of individuals,” said David Foucher, chief executive officer of EDGE. “Developing this app is another way we achieve the goal of connecting members of the LGBT community together. We’re pleased to be working with Palm Springs Pride on this project and we look forward to seeing people at Palm Springs Pride Week using this app to enhance their celebration experience.”



The Greater Palm Springs Pride App is immediately [available](#) for iPhone, iPad and iPod users to download free of cost, from the iTunes App Store while the app will be available to android download soon. A Droid version, for the non-iPhone users, will be available in October.

About the Pride Festival:

Pride Park is only a rainbow mile from downtown! The Pride Festival is held at Palm Springs Stadium. Festival highlights include: US Bank, Desert Radio Group & Rainbow Pride stages, Big Top Cabaret Tent, Country Dance and PNN.fm HiNrg Dance Tents, featuring live entertainment and over ninety performances. New features include Fetish in the Outfield the Leather Realm, Karaoke Tent, Children's Cabana, Youth Xone and gourmet food trucks. Vons Farmer's Market, 150 exhibitors and non-profit organizations, food and beverage vendors, Bud Light 2nd base bar with multiple beer stations, Authors' Village, and HIV/AIDS testing by Desert Aids Project. The Palm Springs Stadium/Sunrise Park is located at 1901 E. Baristo Rd. Admission is \$15 daily; \$25 for a Weekend Pass; \$10 daily for Seniors (60+), Youth 12-18, and Students (19-24 w/current student ID); \$65 Premier Two-day Admission with hosted Bud Light and wine. Tickets at festival gates or online at www.pspride.org.

For information regarding Palm Springs Pride and Pride Week 2012 events, please visit our website at www.pspride.org. Follow us on Facebook at www.facebook.com/PalmSpringsPride.

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.

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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