



Palm Springs Pride

# NEWS RELEASE

FOR IMMEDIATE RELEASE

Palm Springs Pride  
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## **PRIDE BOARD NAMES DEHARTE NEW PRESIDENT**

Palm Springs, California - 1/23/2012 - Greater Palm Springs Pride announced today that Ron deHarte has been appointed the nonprofit organization's new President.

deHarte, a large-scale event producer and nonprofit organization executive, is a LGBT rights activist who was first elected to serve on the board of directors in 2010 to fill a void created when board president Jack Schloeder had taken ill. Schloeder led Palm Springs Pride as its president over the past eleven years.

Board Treasurer John Willows said, "We wanted to build upon the achievements realized over the last two years, advance the mission of pride so that it will shine out as exemplifying the nature of a pride organization in service to the community. With Ron's appointment we have a leader committed to improving the identity and mission of pride."

The board confirmed that deHarte will serve as the organization's leader and manage day-to-day operations.

deHarte explained his reasons for seeking the presidency of Greater Palm Springs Pride. "I recall the first pride event I went to and remember how empowering it was to be with thousands of other people with a shared purpose and common vision of equality. I have loved and been honored to serve with pride organizations in the United States, Mexico and Australia. I am committed to advancing the cause of equal rights for all individuals and there is no better place to do that than at Greater Palm Springs Pride. I hope during my term as president to continue the work to enhance the quality and impact of its programs and the community collaborations necessary to support a healthy and vibrant pride organization."

deHarte brings 27 years of experience in strategic planning, operations, financial management, and large-scale event production to pride. deHarte has served as the visionary leader of one of the largest equal rights pride organizations in the U.S. and he organized the largest single-day events in the City of San Diego from 2005-2010. He has also served on the board of directors for InterPride, the international organization for pride organizers.

In addition to deHarte, the governing board of Palm Springs Pride includes Secretary Cheryl Burdeno, Treasurer John Willows, and Director at Large Dave Mosher. Committed community members interested in

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participating in the growth and development of our region's pride organization are encouraged to serve on the Pride Committee. Volunteer information is available online at [pspride.org](http://pspride.org).

## **About Palm Springs Pride:**

The Greater Palm Springs Pride organization ([pspride.org](http://pspride.org)) is a nonprofit 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. The organization produces the annual Palm Springs Pride Festival, Parade and other associated events.

## **About the 2012 Palm Springs Pride Festival & Parade:**

Known for its crystal blue skies, year-round sunshine, stunning landscape, palm tree lined streets and starry nights the City of Palm Springs comes alive during the annual pride celebration. The 26th anniversary of pride celebrations in Palm Springs will be held over the weekend of November 3 and 4, 2012.

On Sunday, November 4 rainbow flags and glitter will fill the streets as the ever present Mount San Jacinto Mountains star in the most scenic pride parade in the world. The downtown parade steps off at 10 a.m. and travels along historic Palm Canyon Drive.

On pride weekend, thousands attend the pride festival which serves as the gathering spot for friends and a celebration of diversity and unity. Complete with gay-owned and LGBT friendly companies, the festival includes music, dancing, food vendors, and booths staffed by local organizations.

With over 125 parade contingents, 100 exhibitors, and several entertainment venues, the Palm Springs Pride Celebration is the largest annual gathering of LGBT people and allies in the Greater Palm Springs area. For more information please visit our website at [PSPride.org](http://PSPride.org).

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