



Greater Palm Springs Pride

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Ross Mathews to be Celebrity Grand Marshal for Palm Springs Pride

PALM SPRINGS (August 26, 2013) Television host, funny man and best-selling author Ross Mathews will be the Celebrity Grand Marshal for the 27th annual Greater Palm Springs Pride Parade. Ross is the longest running correspondent in Tonight Show history and is also a weekly regular on Chelsea Lately. The parade is scheduled for 10:00 am, Sunday, November 3rd, along Palm Canyon Drive through the heart of Downtown Palm Springs.

An active speaker in the equal rights arena, Ross was the recipient of the Human Rights Campaign's 2011 Visibility Award. Endearing and witty, undeniably funny and one of the hardest working people in show business, Ross has won the hearts of millions of Americans since his television debut as a correspondent for "The Tonight Show with Jay Leno."

On September 6, 2013- Fridays on E! will never be the same when Ross joins Joan Rivers, Giuliana Rancic, Kelly Osbourne and George Kotsiopolous for a night celebrating the fan-obsessed world of pop culture with the premiere of his brand new talk show "Hello Ross" at 10:00pm. "Hello Ross" is the new weekly fan destination where the intersections of celebrity gossip and pop culture collide, hosted by the world's biggest super fan himself, Ross.

In addition to his television projects, Ross recently released his national bestselling book, *Man Up: Tales of My Self Delusional Self-Confidence* on May 7, 2013. With an introduction written by Oscar winner Gwyneth Paltrow, and afterword from Chelsea Handler, *Man Up* takes readers inside Ross' personal journey as a super fan. He reveals the most embarrassing and hilarious moments of his small town life and big city adventures and how he managed to turn an obsession with pop culture into one on one interactions with celebrities like Paltrow, Tiffani-Amber Theissen, Madonna, and Michelle Kwan.

In 2009 Ross was host and executive producer of a daily web talk show for The Insider and CBS.com called "Inside Dish with Ross Mathews." Ross has appeared in NBC's "1 vs. 100" and "Phenomenon," he has appeared as a guest co-host on "The View," he was a contestant on the fifth season of VH1's hit series "Celebrity Fit Club," he has appeared as a celebrity correspondent on "Extra" and "The Insider," has recurred as 'Chris' on "Days of our Lives," co-hosted The Game Show Network's "Big Saturday Night," appeared on "Ask Oprah's All-Stars," and has made appearances on BRAVO's "Interior Therapy," "Beverly Hills Nannies Reunion," E!'s "Studio E!" and "After Lately," and "House Hunters."

Ross and his partner Salvador along with their two rescue dogs Louise and Mijo are regulars in the Coachella Valley.

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 public 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.

“It’s Time” is theme for the 2013 Palm Springs Pride Celebration scheduled for November 1 - 3. For information about upcoming events and volunteer opportunities visit the web site at PS Pride.org.

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