



Greater Palm Springs Pride

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Greater Palm Springs Pride To Produce Official Pride Guide

Palm Springs, CA – (February 17, 2012) - Greater Palm Springs Pride will produce the official pride publication outlining the many community events planned for this year's 26th anniversary celebration scheduled for November 3 and 4. In addition to being available online, 30,000 copies of the free publication will be distributed starting late September throughout Southern California, Phoenix and Las Vegas.

The Pride Guide is the most complete entertainment resource for the Coachella Valley's pride celebration. The glossy full-color publication will include details about the downtown Block Party, the mile-long parade through downtown Palm Springs on November 4 and the annual two-day festival in Sunrise Park on November 3 and 4. The guide will feature a comprehensive overview of community events, arts and culture programs, rainbow flag raising ceremonies, as well as profiles on the 2012 Pride Honors award recipients.

"The official Pride Guide is the must-have guide for all who are attending," said pride's President Ron deHarte. "With the multi-million dollar economic impact pride event participants have on the region the publication is also the ultimate vehicle for advertisers to get their message in front of this audience. By running an ad, advertisers instantly let our readers know they are gay-friendly and that they support the Palm Springs LGBT Pride Celebration."

Advertising purchased in the non-profit pride organization's publication directly support the cost to stage the annual pride parade, which is expected this year to bring 50,000 people to the uptown and downtown area of Palm Springs.

The deadline for placing an ad is August 1. "It's always best to secure ad placement now before the summer season arrives. The best placement always goes early," added deHarte.

Information on advertising in the official Pride Guide is available at the Pride office 760-416-8711, or by email at info@pspride.org. For more information visit Palm Springs Pride online at www.pspride.org, or follow Pride on Facebook at [PalmSprings.Pride](https://www.facebook.com/PalmSpringsPride).

About Greater Palm Springs Pride: The Greater Palm Springs Pride organization (www.pspride.org) is a non-profit 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.

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