



Greater Palm Springs Pride

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Ron deHarte, president
Phone: 760-416-8711
Fax: 760-444-3270
Email: ron@pspride.org
Web site: www.pspride.org

Youth Power for Change is 2018 Theme of Palm Springs Pride

Youth of Coachella Valley named Grand Marshals

Palm Springs, CA (May 22, 2018) - Inspired by and in support of youth-led movement-building efforts that are awakening critical conversations for social change, Greater Palm Springs Pride kicks off the 2018 Pride season under the theme of Youth Power for Change. Organizers also announced that the youth of Coachella Valley have collectively been named Grand Marshals of the 2018 Pride Parade.

Empowered youth are at the forefront of building a national movement that can shape public policy for generations. While we believe youth who are empowered will change the world, we are reminded that youth have historically been on the frontlines of social change, ranging from the Civil Rights Movement to Black Lives Matter.

In response to the shooting at Marjory Stoneman Douglas High School in Parkland, Florida, youth leadership emerged across the country and created national marches to demand change and end gun violence. They have crafted powerful position statements, organized school walkouts, lobbied politicians and engaged in conversations with elected-officials.

Greater Palm Springs Pride is committed to empowering youth in the Coachella Valley through mentorship, community engagement and by directly funding grassroots programs in support of youth development, team building and anti-bullying efforts. Additionally, we create safe and affirming opportunities for youth to participate in activities related to Pride. We actively collaborate with Safe Schools Desert Cities to connect with youth and provide funding, through the Pride Youth Fund, directly to Gay-Straight Alliance clubs and LGBT youth programs.

The Palm Springs Pride Parade is scheduled for November 4. The parade steps off at 10am at Palm Canyon Dr. and Tachevah and proceeds downtown on Palm Canyon Dr. to the main entrance of the Pride Festival at Museum Way.

About Greater Palm Springs Pride:

Greater Palm Springs Pride (pspride.org) is a 501(c)(3) non-profit community enhancement organization established to promote the public education and awareness of individual rights and civil liberties of the LGBT

Greater Palm Springs Pride
329 W. Mariscal Rd, Palm Springs, CA 92262

community and to promote the history, diversity and future prosperity of the Greater Palm Springs LGBT community. The organization serves 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 2018 Palm Springs Pride activities take place November 1-4.

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