

## PRESS RELEASE

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## FOR IMMEDIATE RELEASE

### **The Palm Springs Chamber of Commerce Announces Walk of the Stars Palm Springs Will Now Include a Special Designation to Recognize LGBTQ Honorees**

**Palm Springs, CA** – May 8<sup>th</sup>, 2023 – The Palm Springs Chamber of Commerce announces Walk of the Stars Palm Springs will now include a special designation to recognize LGBTQ honorees. The project is an effort put forth by the LGBTQ+ History & Archives of the Desert.

"We are so excited to add this new designation to such an amazing program," said Nona Watson, CEO of the Palm Springs Chamber of Commerce. "It is a great way to recognize these individuals who have contributed so much to make our city like no place else."

The LGBTQ+ History & Archives of the Desert was recently established to document and preserve the history of the LGBTQ+ community in the Greater Palm Springs area and share that history with LGBTQ+ individuals, organizations, allies, and the public.

"The Walk of the Stars Palm Springs will collaborate with the LGBTQ+ History & Archives of the Desert, and the City of Palm Springs, to identify and recognize the deserving individuals who will be recognized with this new designation, and going forward new LGBT honorees will also be able to be recognized," said David Gray and Julie Warren, Co-Founders & Co-Directors of the LGBTQ+ History & Archives of the Desert.

As a result, the Walk of the Stars Palm Springs website and app will now include a new designation that will acknowledge the LGBTQ community's contributions to Palm Springs. It is expected that the updated website and app will be formally launched sometime later this fall. The endeavor is a significant step to help market the Walk of the Stars Palm Springs to the thousands of LGBTQ+ tourists and locals who visit the area and showcase the importance of these individuals to Palm Springs and the LGBTQ+ community.

For more information, contact Evan Gray, Director of Programs for the Palm Springs Chamber of Commerce, at [walkofthestars@pschamber.org](mailto:walkofthestars@pschamber.org) or (760) 325-1577.

Since 1992, the Walk of the Stars Palm Springs has honored over 450 celebrities and local personalities on one of the world's most famous sidewalks.

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