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PRESS RELEASE

TICKETS ON SALE FOR TRUE GLITZ WESTERN FASHION RETROSPECTIVE

Palm Springs, Calif. – February 28, 2011 – Tickets for the TRUE GLITZ GLITZ – Rendezvous, Rodeo & Rhinestones Western fashion show are on sale now. Palm Springs Life, United Way of the Desert and the Palm Springs Western Design Expo announced this captivating new concept last month and benefits the United Way of the Desert. This retrospective fashion show that unveils not just “how,” but “why” the West was Worn is now part of the Fashion Week El Paseo and scheduled for Wednesday, March 23 at 11:00 AM.

"We are excited about including this unique show in Fashion Week El Paseo," enthused Palm Springs Life Marketing Director Michael Mathews. "As a sponsor of the Palm Springs WestFest and Rodeo, this is a natural fit for us, considering that the history of this area was shaped by the early influence of Western enthusiasts, equestrians, the Desert Circus and Hollywood stars. Plus, this show educates about the history of Western style, with some significant designers from the current genre represented."

Renowned historian/designers Michael and Sharon Guli, producers of the fashion retrospective, explain the multi-cultural journey of the runway show: "The fringe and beadwork of a Lakota Warrior, the artistic floral paintings of the Metis, the flamboyant Vaqueros, the short skirts worn by dance hall darlings in mining camps, the flirtatiously simple garments of the Mexican señoritas in Santa Fe...from Kit Carson and Buffalo Bill, Rose Maddox to Roy Rogers to Hank Williams...each of these influenced our modern Western perspective."

Designers will include Nashville's esteemed Manuel Cuevas, often referred to as the “The Rhinestone Rembrandt”. Manuel will showcase his patriotic collection of rhinestone jackets of the 50 American states, each containing thousands of hours of sparkle and twang. Additionally, the Palm Springs Historical Society is lending actual garments from the Desert Circus-era back in the glamorous hay days of the 1950s. A collection of mid-century Western couture will be spotlighted from Nathan Turk and Nudie the Rodeo Tailor, along with Manuel.

For more information and tickets, please visit www.palmspringswestfest.com or www.fashionweekelpaseo.com.

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About The Palm Springs WestFest & Frank Bogert Memorial PRCA Rodeo

The Palm Springs WestFest & Frank Bogert Memorial PRCA Rodeo presented by The Spa Resort Casino is a fun and exciting combination of Western lifestyle, music, sports, arts and culture taking place in the heart of Palm Springs, Calif. Sponsors include The Spa Resort Casino, Jack Daniel's, Bud Light, Ram Rodeo, Wrangler Jeans, Palm Springs Life Magazine, KVCR9-Desert Cities Public Television, and Cowboys & Indians Magazine. Promotional partners include the Palm Springs Bureau of Tourism and the Palm Springs Desert Resorts Visitors & Conventions Authority. The event, California's largest Western festival, highlights Palm Springs and its downtown business community against the backdrop of the Santa Rosa and San Jacinto National Monuments. This event, now in its second year, is inspired by the late Mayor Frank M. Bogert's vision of a resort town that hosts Hollywood celebrities, heads of state and cowboys of all ages. The 2011 Palm Springs WestFest & Frank Bogert Memorial Rodeo is scheduled for March 24-27, 2011. Portions of the proceeds from the WestFest & Rodeo go to a variety of charitable foundations in the area including United Way of the Desert, the Frank Bogert Memorial Scholarship Fund, the Pinnacle Fund for Excellence in Education, DesertArc, the Cielo Vista Charter School, the Palm Springs Youth League, and the USO at Palm Springs International Airport. For more information, please visit www.palmspringswestfest.com or call 800-664-5617.

About Palm Springs Life

Palm Springs Life brings its readers engaging and topical monthly articles including richly drawn celebrity profiles; commentary on politics; intelligent features on contemporary culture, art, architecture, and lifestyle trends; a who's who on the desert's vibrant social scene; and the ultimate guide for what to do, where to go and what to wear in the Palm Springs Desert Resorts communities.

Palm Springs Life is the essential lifestyle magazine for the Palm Springs Desert Resorts, which is comprised of eight dynamic cities. Enriching the lives of residents and visitors from around the world for more than 50 years, Palm Springs Life has achieved cultural icon status during its long successful history -- which places it in rarefied company in the publishing world. Palm Springs Life is published by Desert Publications, Inc. which produces numerous lifestyle magazines throughout the West Coast.

For more information visit www.palmspringslife.com

About United Way of the Desert

United Way of the Desert has improved the lives of residents of the Coachella Valley for 70 years and since 2007 in the Morongo Basin. United Way mobilizes the community's individuals, businesses, employees, and corporations, who collectively donate more than \$1.5 million annually and provide more than 1,000 volunteers and advocates each year. United Way has diverse partnerships and offerings of services that address Youth Care, Health Care, and Family and Emergency Care, and which greatly impacts the for-profit and non-profit community. Last year, United Way's support provided more than 159,000 instances of help to local people in need of all ages, including emergency food, rental and utility assistance, youth development programs, cancer treatment payment assistance, support for isolated seniors, health care for uninsured and under-insured, mental health services, help referrals, and many more.

To learn more, donate, volunteer, get help, or support an event, please visit www.unitedwayofthedesert.org or call (760) 323-2731.

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