



FIRST-EVER GAY ICONS TOUR LAUNCHED IN PALM SPRINGS



27th February 2014 – The Californian city of Palm Springs is bringing its LGBT history to life with a brand new open-air jeep tour aimed at the gay community. Award-winning local tour company, Desert Adventures, has introduced a new [Gay Icons](#) tour exploring decades of the city’s homosexual heritage, from the founding of this gay desert mecca to the Hollywood stars that lived there, including closeted celebrities.

Led by a gay guide, the 90-minute tour passes through the town and various celebrity homes. It covers the founding of Palm Springs, revealing the pivotal role played by LGBT residents and visitors alike, and celebrates the brave pioneers from a century ago, as well as latter day legends that continue to cultivate, expand and support the city’s gay community.

The Gay Icons tour also delves into the rich Hollywood history of Palm Springs. From Liberace and Judy Garland to current resident Barry Manilow, there are many gay icons that reside, or once resided, in the desert resort city. Guests can peer into houses that belonged to Cher, Elizabeth Taylor, Marilyn Monroe and many more; visit the Warm Sands all-male resort, where Hugh Hefner once hid in waiting for his mistresses; and discover the home of LGBT and AIDS activist Cleve Jones, portrayed by Emile Hirsch in the movie *Milk*.

The tour presents a fascinating insight into the history of “gay” Palm Springs, which today boasts one of the largest per capita gay and lesbian populations in the United States, as well as more LGBT-friendly hotels, nightclubs, restaurants and shops than any other single gay destination.

Prices for the Gay Icons tour start from £35 per person, including all transport and guided touring.

-Ends-

About Palm Springs

One hundred miles east of Los Angeles, Palm Springs is a desert playground with year-round sunshine, blue skies and stunning natural beauty. Nestled beneath California's San Jacinto Mountains, the city is famed for its Hollywood legacy, Native American heritage and huge collection of mid-century modern architecture. The desert oasis boasts a wealth of adventurous hiking trails and historical canyon tours, as well as chic boutiques, world-renowned golf courses and unique experiences, including the chance to stay in the former homes of Marilyn Monroe and Elvis Presley.

www.visitgaypalmssprings.com

About Palm Springs Bureau of Tourism

The Palm Springs Bureau of Tourism is the city's official destination marketing organisation whose focus is to promote the city to consumers, the media, and domestic and international trade buyers, thus increasing visitor arrivals to the city, and increasing its exposure as a world-class year-round leisure destination. The Palm Springs Bureau of Tourism is operated and managed by SMG.

For further information and regular updates on the city of Palm Springs, follow on Facebook and Twitter:

- www.facebook.com/VisitPalmSprings
- www.twitter.com/PalmSpringsCA

Press Contact

For media information and images, please contact Sarah Habicht at Hume Whitehead: sarah@humewhitehead.co.uk / 0845 498 9987.