

Press Release: 16th March 2016



PALM SPRINGS GETS READY TO ROCK AT COACHELLA MUSIC FESTIVAL!



16th March 2016 – The city of Palm Springs is preparing to give a warm, California welcome to the very best from the world of music at the Coachella Valley Music and Arts Festival 2016. Next month, some of the biggest stars in UK music will hit the desert stage, with headliner act Calvin Harris, Manchester band *The 1975*, Brit Award winner James Bay and newer British artists, such as Lapsley, ensuring this hugely-popular music festival will be a roaring success for the UK music scene.

This year, Coachella will span two weekends in April (15th-17th and 22nd-24th), just a short 30-minute transfer from Palm Springs. Best known for its celebrity sightings, desert blue skies, large-scale artworks, retro funfair with its iconic ferris wheel and varied music line-up, Coachella will boast six stages playing host to some of the biggest musicians in history, including *Guns 'n' Roses* who are headlining both Saturdays.

The festival is expected to attract 80,000 festivalgoers, although visitors who haven't managed to secure a ticket need not worry about missing out on the action. There are legendary pool parties everywhere in Palm Springs during Coachella, which marks the beginning of the city's music festival season. A number of hip 'n' happening boutiques, such as The Ace Hotel & Swim Club and The Hard Rock Hotel, will offer fun in abundance with international DJs spinning their decks poolside.

With year-round sunshine and an endless choice of things to see and do, Palm Springs is the go-to destination for sun lovers and partygoers alike. The city's enduring celebrity appeal, excellent

climate, beautiful landscapes, wide range of activities, alongside a whole host of fabulous eateries and dining spots guarantee a truly Californian experience where it's impossible not to mirror the locals and imitate their laid-back, fun-loving approach to living.

For more information on Coachella, please see www.coachella.com.

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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. For more information see www.visitpalm Springs.com.

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