



New Celebrity Tours in Hollywood's Desert Playground!

Palm Springs celebrates its celebrity history to mark Frank Sinatra's 100th birthday



29th October 2015 – As part of [Frank Sinatra's 100th birthday celebrations](#), the Palm Springs Bureau of Tourism has created [three celebrity-focused itineraries](#) for visitors to follow in the famous footsteps of Ol' Blue Eyes and his iconic friends, Elvis Presley and Lucille Ball, during their stay in Palm Springs!

Each carefully-crafted celebrity itinerary invites visitors to experience where Hollywood stars stayed, played and dined as they trace the steps of three of the most iconic names in showbiz history and discover how they left their mark on Palm Springs.

Follow in Frank's Footsteps

In the lead-up to what would have been Frank Sinatra's 100th birthday on 12th December 2015, visitors can discover Palm Springs Frank's way. Sinatra fans can tour his old haunts, including the [Twin Palm Estate](#), the former home where he spent time with Ava Gardner; dine on "Steak Sinatra" at Johnny Costa's, still owned by Frank's one-time personal chef; party at the Purple Room, once a Rat Pack hangout where Sinatra proposed to his fourth wife; sit in "Sinatra Corner" at Melvyn's and meet owner Mel Haber who will share stories of the crooner's legendary life.

Experience Elvis Presley's Palm Springs

This itinerary will get visitors all shook up on a tour of Elvis' famous hangouts. Elvis enthusiasts can go inside [Elvis Honeymoon Hideaway](#), where he spent his honeymoon with Priscilla; explore Graceland West, a rumoured love nest where he sunbathed nude by the pool; search for the Elvis star on the Palm Springs Walk of Stars; check out The King's memorabilia at the Hard Rock Hotel Palm Springs; spend a night at The Riviera, where Elvis often stayed with his "Memphis Mafia"; try his best-loved hot pastrami sandwich at Sherman's Deli & Bakery; and dine at his favourite Mexican eatery, Original Las Casuelas, where he was falsely alleged to have made racist comments towards Mexicans, triggering anti-Elvis riots south of the border.

Live Like Lucille Ball

Celebrity fans can discover the best-loved hotspots of the *I Love Lucy* sitcom star. Visitors can uncover Lucille's old home on a walking tour of Old Las Palmas; tee off at the Indian Canyons Golf Resort, where she took part in a celebrity golf tournament alongside Bob Hope, Dean Martin and Sammy Davis Junior in 1963; stay at [The Lucy House](#), a desert hideaway where she was rumoured to have spent a weekend with Groucho Marx; drink at Bootlegger Tiki, the venue Lucille took her co-stars after each episode of her 1960s TV show *Here's Lucy* wrapped; and grab a photo with the famous redhead on The Lucy Ricardo bench in downtown Palm Springs.

Famed as Hollywood's desert playground of the stars, Palm Springs' rich celebrity history dates back to the 1920s when the legendary 'two-hour rule' of Hollywood studios required its big-name stars to always be within two hours reach of the film set. Thus, the city became the perfect place for stars to escape from the bustle of showbiz and enjoy the relaxing privacy offered in the desert, just two hours' drive from Los Angeles.

Elvis, Sinatra and Lucille Ball are three of the most iconic stars who played and stayed in Palm Springs... forming a long list of Golden Age celebrities who left their mark on the city, such as Albert Einstein, Bing Crosby, Bob Hope, Cary Grant, Dean Martin, Elizabeth Taylor, Kirk Douglas, Marilyn Monroe and Sammy Davis Junior to name just a few.

For information on events surrounding Frank Sinatra's 100th birthday in Palm Springs, please visit www.VisitPalmSprings.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. www.visitpalm Springs.com

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

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