

P.S. RESORTS

Promoting Palm Springs Tourism Through Events

FOR IMMEDIATE RELEASE

BUZZ FACTORY

Joe Enos or Mark Anderson

pr@buzzfactory.biz/ 760-969-4200

FOREVER MARILYN CELEBRATION DETAILS ANNOUNCED

**A SPECIAL TRIBUTE PLANNED FOR THURSDAY, MARCH 27,
FROM 6 TO 8PM AT VILLAGE FEST;
COMMUNITY PHOTO ALBUM ON SOCIAL MEDIA OPENS TODAY**



March 19, 2014, PALM SPRINGS-- P.S. Resorts, the non-profit organization that promotes Palm Springs tourism through events and attractions, has announced the details of the community celebration of *Forever Marilyn* by artist Seward Johnson planned for Thursday, March 27, at 6 PM, during Village Fest in downtown Palm Springs.

Beginning today, everyone who has had their picture taken with *Forever Marilyn* can participate in creating a celebratory photo album of the sculpture's visit to Palm Springs by posting their favorite photo on social media using hashtags #ps4evermarilyn or #psiloveyou.

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Forever Marilyn is on Face Book at facebook.com/PalmSpringsForeverMarilyn, on Instagram at PS4everMarilyn, and on Twitter @ps4everMarilyn.

Then next Thursday, the party is at *Forever Marilyn* from 6 to 8pm. The interactive event includes a photo booth for souvenir photos, a giant "bon voyage" card to sign, and special performances of music from Marilyn Monroe films by the Desert Winds Freedom Band and the Palm Springs Gay Mens Chorus throughout the evening. Tributes are expected from Palm Springs Mayor Steve Pougnet and city officials and Carol Channing- the original Lorelei Lee in the Broadway production of *Gentlemen Prefer Blondes*- will make an appearance. To commemorate the 23rd anniversary of Village Fest, cupcakes will be served.

The *Forever Marilyn* sculpture was scheduled to remain in Palm Springs through June 2013, or for one year, but two extensions made by the sculpture's owner allowed it to stay here until the end of this month. From Palm Springs, the sculpture will travel to Hamilton, New Jersey for a life-time retrospective exhibition and gala honoring its creator, 84-year old artist Seward Johnson, at the 42-acre sculpture park Grounds For Sculpture. The exhibit will consist of an amazing collection of over 150 of his sculptures, displayed in three interior museums and throughout the gardens of the parklands. Many works will be on loan from private and museum collections and there is a film and a coffee table book accompanying the exhibition. The show will be unveiled (with a champagne toast to *Forever Marilyn*) on May 2nd. The exhibition will last through September.

"Palm Springs is undergoing a historic renaissance and *Forever Marilyn* has been a tremendous tourism booster to our downtown. I want to thank the Sculpture Foundation for working with the City and P.S. Resorts to keep her here as long as possible," said Mayor Steve Pougnet. "I encourage everyone in the Coachella Valley to join us on Thursday, March 27, as we say farewell to a true Palm Springs icon."

"*Forever Marilyn* has brought joy to thousands of visitors who traveled to Palm Springs to see her over the past 22 months," said Aftab Dada, chairman of P.S. Resorts. "We could not have dreamed of the amount of positive publicity and attention she brought to the city of Palm Springs during her stay. For that, we are forever grateful."

The Sculpture Foundation has received countless requests and invitations for *Forever Marilyn* including ones from Singapore, Shanghai, London, Brazil, Miami, Rome and other locales. *Forever Marilyn* is not committed to anyplace, at this point in time, after the retrospective.

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The 26-foot tall sculpture has become a landmark at the corner of Palm Canyon Drive and Tahquitz Canyon Way since it arrived in May 2012, from Chicago. Immediately, *Forever Marilyn* was embraced by residents and visitors as an iconic artwork that truly belonged in Palm Springs. Marilyn Monroe has legendary ties to the desert city: she was “discovered” at Charlie Farrell’s Racquet Club, was rumored to have frequented a Movie Colony estate known as “Sand Acre” with Joe DiMaggio, and owned a 50’s style home on Rose Avenue in the Las Palmas neighborhood.

During the sculpture’s Palm Springs visit, P.S. Resorts organized several free public events around *Forever Marilyn*, including an outdoor Marilyn Monroe movie series, concerts by well-known tribute artists, a Marilyn Monroe birthday celebration and a look-alike contest.

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For calendar listings:

Farewell to Forever Marilyn

Thursday, March 27. 6 PM. Corner Palm Canyon Drive and Tahquitz Canyon Way, downtown Palm Springs. FREE event to say goodbye to the iconic sculpture featuring music from local bands, tributes from city officials and local celebrities, including Carol Channing, and a celebration of the 23rd anniversary of Village Fest. Information: <https://www.facebook.com/PalmSpringsForeverMarilyn>

ABOUT FOREVER MARILYN

Forever Marilyn is the 26 ft. tall, 34,300 lbs. sculpture of Marilyn Monroe by American artist Seward Johnson inspired by a famous photograph taken by Bernard of Hollywood. The dramatic sculpture *Forever Marilyn* is extremely realistic – especially in the skin tones. Her unique patina involves 10 layers of hues with a matte finish except for the glossy elements of her lips, toe nails and the pearlized finish on the earrings. A passion for detail and an uncanny realism of pose are qualities often associated with the works of sculptor Seward Johnson. Well-known for recreating life in our times in vivid realism, with this work the artist explores in three dimensions why some visual images so captivate us that they become larger than life. These subjects outlive their own time periods and come to stand for something metaphoric and grand. Such is this most recent release from the hands of artist Seward Johnson, which arrived in Chicago for its international debut last year. *Forever Marilyn* belongs to the series entitled, *ICONS REVISITED*. For more information about the sculpture contact info@sculpturefoundation.org

ABOUT P.S. RESORTS

P.S. Resorts is a California non-profit mutual benefit corporation made up of local hoteliers and business leaders to promote Palm Springs tourism through events and attractions.

-Visit *Forever Marilyn* online at Facebook: <https://www.facebook.com/PalmSpringsForeverMarilyn>

-Follow *Forever Marilyn* on Twitter: #PS4everMarilyn

-Tag photos of *Forever Marilyn* on Instagram: #PS4everMarilyn