

P.S. RESORTS

Promoting Palm Springs Tourism Through Events

FOR IMMEDIATE RELEASE

BUZZ FACTORY

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**P.S. RESORTS, CITY OF PALM SPRINGS, AGUA CALIENTE BAND
OF CAHUILLA INDIANS, AND GOLDENVOICE
PRESENT "ROCK OUT TO KNOCK OUT HUNGER"**

Dance Party to Benefit FIND Food Bank, September 26, at Hacienda Cantina
Hard Rock Hotel, Hilton Palm Springs and The Curve offer
special overnight rates for party-goers

SEPTEMBER 11, 2014, PALM SPRINGS-- Hunger Action Month wraps up in Palm Springs on Friday, September 26, as P.S. Resorts, the City of Palm Springs, Agua Caliente Band of Cahuilla Indians, and Goldenvoice present the 2nd annual "Rock Out to Knock Out Hunger" Dance Party and Fundraiser to benefit FIND Food Bank. The event, scheduled from 6 p.m. to midnight, is the season opener for the Hacienda Cantina and Beach Club, 1555 S. Palm Canyon Drive, and will feature popular Santa Monica-based rock cover band "Famous for Nothing" at 7 p.m., followed by an up and coming DJ provided by Goldenvoice.

"P.S. Resorts is proud to sponsor "Rock Out to Knock Out Hunger" which supports our community through the efforts of FIND Food Bank", said Aftab Dada, chairman of P.S. Resorts. "We hope that people from all around the Coachella Valley will join us in Palm Springs to knock out hunger as three of our partner hotels are offering special rates to "Rock Out" party-goers."

"Rock Out" Rates are being offered at the following Palm Springs hotels for Friday night, September 26:

- The Hard Rock Palm Springs, \$99 special rate, group code is FIND
<http://www.hrhpalmsprings.com>
- The Hilton Palm Springs, \$99 special rate, group code is ROK
<http://www3.hilton.com/en/hotels/california/hilton-palm-springs-PSPPSHF/index.html>

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- The Curve, \$95 special rate, group code is RCKOUT
<http://www.curvepalmsprings.com/default-en.html>

To attend “Rock Out”, a \$10 donation will be accepted at the door and all proceeds will benefit FIND Food Bank of the Coachella Valley. Honorary Co-Chairs are Mayor Steve Pougnet, community leader Harold Matzner, Goldenvoice’s Paul Tollett, Aftab Dada, Chairman of P.S. Resorts and Greg Burton, executive editor of the Desert Sun. In addition, Palm Springs City Council member Paul Lewin, Agua Caliente Tribal Councilmember Reid Milanovich, his sister Tristan Milanovich and local architectural designer Chris Pardo have joined together to spearhead a “Young Guns” committee to spread awareness to the younger generation about the growing problem of food insecurity in our valley.

Lead Media Sponsor is The Desert Sun newspaper. Other much appreciated sponsors include CBS Local 2 News, RR Broadcasting, Cord Media, Coachella Valley Weekly and Desert Health News. For more information, visit www.palmspringsca.gov or www.FINDFoodBank.org.

For more details on the event visit the link below.
<http://www.palmspringsca.gov/index.aspx?page=15&recordid=8426>.

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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.