



PRESS RELEASE

For Immediate Release
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THEME FOR 54th PALM DESERT GOLF CART PARADE ANNOUNCED

Celebrating Our Super Heroes

Winning theme for the October 28, 2018 Parade Submitted by Ginny Mix

The winning entry was announced in the theme contest for the 54th Annual Palm Desert Golf Cart Parade. The theme for the 2018 Parade will be “Celebrating Our Super Heroes” entered by Coachella Valley resident Ginny Mix:

“I thought of heroes for a couple of reasons. The first reason is because I raised my hero. My son Seth serves in the U.S. Army. He left a few days after graduation (from PD high school in 2008) and has been serving for the past 10 years. (He just returned to the U.S. from his 5th deployment last night!) He misses a lot of family functions, but he loves his job and is happy to serve his country.

Secondly, because I feel like the heroes who serve our community deserve more recognition than they receive. Our fire, police, emergency responders, all sacrifice time from their families to serve us! And often times they risk their own lives.

And finally, because of my grandson (4-year-old Lincoln) loves everything super hero's! And I can imagine how excited he will be at the parade this year seeing all the hero's!

I'd be happy to see all of our hero's recognized in the parade.... military, emergency responders and super hero's! I imagine that super hero's come in all shapes and sizes.... perhaps a teacher is a super hero to some.”
– Ginny Mix, Coachella Valley resident.

The parade committee looks forward to the Super Heroes themed event. “We are excited to see the community’s vision of what a Super Hero is, as we all know Heroes come in

many different shapes and forms. Everyone is invited to come on out to enjoy another beautiful Coachella Valley day along the El Paseo corridor. The Parade is the kick off to season” says Vanessa Mager, Event Manager of the Palm Desert Area Chamber of Commerce.

Palm Desert Golf Cart Parade

The World-Famous Palm Desert Golf Cart Parade originated in the early 60s, put together by several individuals who just wanted to have fun. Today, it has grown to more than 100 whimsically decorated golf carts, bands and dance groups, strolling down the beautiful El Paseo corridor and celebrating Palm Desert’s own unique golf community. Attendance is typically close to twenty thousand excited parade-goers. Popular features include: Kid’s Play Zone, VIP and Senior Seating, Golf Booth EXPO, Food Vendors. This year we will be adding a Beer & Cocktail Garden to the parade route.

Title Sponsors: City of Palm Desert and Palm Desert Chamber of Commerce

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