



FOR IMMEDIATE RELEASE
Palm Springs Bureau of Tourism

**Ross Mathews teams with Palm Springs on the new
“Uniquely Palm Springs” campaign**

PALM SPRINGS, CA - February 11, 2019—The Palm Springs Bureau of Tourism kicked off a new “Uniquely Palm Spring” campaign today with American television personality Ross Mathews as the celebrity ambassador. Ross Mathews is a board member of the Palm Springs Chamber of Commerce and a part-time resident of Palm Springs.

“Palm Springs has always held a special place in my heart and I’m thrilled to be working with the city to help spread the word that Palm Springs is unique and one of the best places in the world to visit and live,” said Ross.

Of the 700 stay, play, dine, and shop businesses in Palm Springs, most are locally owned and operated. “It’s these locally owned businesses that remain our core and provide special experiences to our visitors and residents, and what makes Palm Springs unique and like no place else,” said Mary Jo Ginther, Director of Tourism. “

The “Uniquely Palm Springs” campaign highlights local business owners through curated stories and interviews. At VisitPalmSprings.com participants are able to learn about small business owners as they tell their unique stories. Then they can enter to win a weekly contest by simply answering a few of fun facts. Highlighted businesses will change weekly.

Uniquely Palm Springs runs now through July 27. Visit www.Uniquelyps.com for a full list of locally owned businesses, their unique stories, and a chance to win great Palm Springs gifts in our weekly giveaway.

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About Ross Mathews

Ross Mathews is one of the most in-demand personality hosts and pop culture experts in entertainment and is a series regular judge on VH1’s Emmy winning

"Ru Paul's Drag Race." He hosts 'Cocktails, Classics and Convos" every Saturday night on MOD FM. Ross can be heard weekly on his top rated podcast "Straight Talk with Ross" where he gives his hilarious take on the latest entertainment news and gossip. Mathews is the author of "Man Up: Tales of My Delusional Self-Confidence" which quickly became a national bestseller. Ross shares his time in Los Angeles and Palm Springs, CA.

About Palm Springs, California

Palm Springs is welcoming visitors to its new dynamic downtown with stylish hotels, new fashionable restaurants, chic shops, as well as welcoming public spaces for gathering and relaxing. With 360 days of sun-kissed weather and gorgeous scenery, it's no wonder Palm Springs is like no place else. Less than two hours from Los Angeles and San Diego, find your perfect place to stay, play, dine and shop at www.VisitPalmSprings.com.

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