



FOR IMMEDIATE RELEASE

AGUA CALIENTE CASINOS Announced as Presenting Sponsor for the 10th Annual Cathedral City LGBT+ Days Celebration, March 6-8, 2026

Cathedral City, CA. Montage Events, the producer of Cathedral City LGBT+ Days, is proud to announce the continued partnership with Agua Caliente Casinos as presenting sponsor for the 10th Annual Cathedral City LGBT+ Days, taking place Friday, March 6, 2026, through Sunday, March 8, 2026.

Cathedral City LGBT+ Days, California’s **first Pride celebration of the year**, is a milestone year, marking the **10th anniversary** of the event, promising to honor a decade of visibility, community, and pride in the heart of the Coachella Valley.

“Cathedral City LGBT+ Days is more than just a festival—it’s a powerful reminder of the city’s legacy of inclusion and a joyful way to kick off Pride season across the state,” said Michael Westman, Marketing Manager of Montage Agency. “More than ever, our community must come together to amplify our individual voices. We welcome everyone within the LGBTQIA+ community and our allies to join in the weekend of celebration and reflection and proudly welcome the continued support of presenting sponsor Agua Caliente Casinos, for a weekend of expanded programming reflecting the strength and diversity of our community.”

The 2026 celebration will feature a high-energy weekend of live entertainment, community programming, drag performances, music, local artisans, the infamous bed race and parade, and special tributes honoring the history and future of the LGBTQ+ community.

“Agua Caliente Casinos is honored to continue our support of Cathedral City LGBT+ Days—especially in this milestone 10th anniversary year. This celebration embodies the spirit of inclusion, creativity, and connection within the Coachella Valley. We’re thrilled to bring a weekend of unforgettable energy, entertainment, and pride to the heart of the desert,” said Pearl Aguinaldo, Vice President of Marketing at Agua Caliente Casinos.

About Cathedral City LGBT+ Days presented by Agua Caliente Casinos

From its inception, Cathedral City LGBT+ Days has set the tone for Pride events statewide by blending activism, art, and celebration in a welcoming desert setting. The 10th anniversary will shine an even brighter spotlight on this legacy, with surprises and special guests to be announced in the coming months.

From Friday's Opening Ceremony and Pride Flag raising at City Hall, to Saturday's Festival, to Sunday's Bed Race/Parade and Closing Party, the weekend will have events for everyone.

Follow updates and announcements on Facebook and Instagram @CathedralCityLGBTdays and online at www.cathedralcitylgbtdays.com.

About Agua Caliente Casinos

Agua Caliente Casinos, the premier destination for entertainment, gaming, and wellness in the Coachella Valley, are located in Rancho Mirage, Palm Springs, and Cathedral City, CA. The three properties collectively offer diverse entertainment venues, dining options, meeting and event spaces, and expansive gaming floors. For more information, visit www.aguacalientecasinos.com or follow @aguacalientecasinos on social media.

About Montage Events

Montage Events is a full-service event production company dedicated to creating meaningful, inclusive, and high-impact experiences. With a reputation for excellence across California, Montage Events specializes in community-centered events that celebrate diversity and elevate cultural expression.

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