



FOR IMMEDIATE RELEASE

DAP HEALTH and STONEWALL MEDICAL CENTER Announced as Platinum 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 a partnership with DAP Health as Platinum 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 DAP Health and Stonewall Medical Center as a Platinum Sponsor, 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.

“DAP Health is honored to serve as the Platinum Sponsor for the 10th Annual Cathedral City LGBT+ Days, spotlighting the role of our Stonewall Medical Center located in Cathedral City and serving the LGBTQ+ community. This partnership represents the fusion of healthcare and celebration, a way of making sure health equity is front and center at one of the Coachella Valley’s most cherished LGBTQ+ events,” said Steven Henke, Chief of Brand Marketing for DAP Health.

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 Stonewall Medical Center

Stonewall Medical Center provides high-quality, compassionate health care to the LGBTQ+ community and the broader patient population in the Coachella Valley. Their infectious disease specialists focus on the treatment of HIV/AIDS, hepatitis B and C, and other STIs, and they also offer PrEP and PEP for HIV prevention, and mental health services. Visit them online at www.daphealth.org.

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.

For sponsorship opportunities or media inquiries, contact:

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