



# CATHEDRAL CITY

## CHAMBER OF COMMERCE

### **FOR IMMEDIATE RELEASE**

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## **VIVA PALM SPRINGS FESTIVAL – MAY 17th**

**Cathedral City** – May 17<sup>th</sup> is rapidly approaching! Don't miss out; Palm Springs Nissan will celebrate its annual Viva Palm Springs Festival this Saturday, May 17, beginning at 3 pm PST.

This year's Viva Palm Springs Festival will be hosted by SiriusXM's Eddie "**Piolín**" **Sotelo**, the first Latin radio personality to host his own Spanish-language show and channel exclusively on Sirius XM. It will be held at Palm Springs Nissan in the Cathedral City Auto Center. The day will feature special surprise guests including Carlos Vega y su Banda Resbalosa and many giveaways.

The Viva Palm Springs Festival was created to bring the Hispanic community together to celebrate Hispanic culture and music within the Cathedral Auto Center. With its diverse staff, Palm Springs Nissan takes great pride in the festival and thinks the cause portrays an important message within the Coachella Valley.

Admission is free, but registration is encouraged by visiting [www.PalmSpringsNissan.com](http://www.PalmSpringsNissan.com). The first 200 registrations will be automatically entered to be included in the event's VIP section in front of the stage with an opportunity to meet Piolín. But you must hurry! This is on a first come first served basis!

The festival is proudly sponsored by Palm Springs Nissan and the Walter Clark Legal Group. Media sponsors are KUNA TV, KUNA radio, KESQ News channel 3, CBS Local 2, and the CW 5.

SiriusXM's "El Show de Piolín" features Piolín's take on the day's events, interviews with celebrities, listener call-ins, pranks, music and beloved characters "Doña Chela," "Casimiro" and "Don Poncho." Broadcasting from the SiriusXM studios in Los Angeles, the live, four-hour morning show airs Monday through Friday 6:00 am – 10:00 am PST reaching listeners across the country and replays multiple times throughout the day on Piolín Radio channel 147.

Palm Springs Nissan is located at 68177 Kyle Road, Cathedral City, CA.

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*In Business for Business.*

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