



FOR IMMEDIATE RELEASE

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**UFC HALL-OF-FAMER CUB SWANSON TO LIGHT
PALM SPRINGS AERIAL TRAMWAY'S HOLIDAY TREE DECEMBER 4
Choir Performances Kick-Off the Holiday Season**

PALM SPRINGS, CA (November 7, 2022) **UFC Hall-of-Famer Cub Swanson** will serve as the **2022 celebrity tree lighter** for the **Palm Springs Aerial Tramway's Annual Tree Lighting Ceremony** on **Sunday, December 4**. Festivities begin at 5:30 p.m. at the Tram's Mountain Station with the **Palm Springs High School Madrigals & String Quartet** performing holiday favorites. Swanson will follow by lighting the Tram's landmark **45-foot tree comprised of over 4,000 LED lights**, which can be seen throughout the Coachella Valley.

Cub Swanson, a Coachella Valley native, is a legendary American mixed martial artist who currently competes in the UFC. Swanson was inducted into the 2022 UFC Hall of Fame earlier this year for his iconic fight against Doo Ho Choi in 2016. As a heavily decorated UFC fighter, Swanson was nicknamed "Killer" and has won 'Fight of the Night' six times, 'Knockout of the Night' two times, 2016 'Fight of the Year,' and 13 career performance bonuses—the most in UFC featherweight division history.

In addition, Swanson owns and runs a UFC gym in Costa Mesa. He also raises his 3 children with his wife, Kenda Swanson, and hopes to inspire youth to train and live a healthier lifestyle. Born and raised in Palm Springs, Swanson is looking forward to this year's tree lighting ceremony at the Tram. "The Coachella Valley has always been my home and I'm excited to be named this year's tree lighter for the 2022 holiday season," says Swanson.

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About Palm Springs Aerial Tramway

The Palm Springs Aerial Tramway is the world's largest rotating tram car. Opened in 1963, the Tram's 80-passenger cars travel along the breathtaking cliffs of Chino Canyon from the Valley Station (elevation 2,643 ft.) to the Mountain Station (elevation 8,516 ft.) in approximately 10 minutes. For more information, please call 888.515.TRAM or 760.325.1391, or visit www.pstramway.com. Also, download the free mobile tour now available in the App Store/Google Play.

NOTE TO EDITORS: For additional information, high-resolution Tramway images or HD B-roll, please contact Madison Morgan at (760) 969-4385, email mmorgan@pstramway.com or visit www.pstramway.com/media.