



FOR IMMEDIATE RELEASE

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**“FIRST RESPONDERS DAYS”
AT THE PALM SPRINGS AERIAL TRAMWAY**
Free Tram Admission in June for Qualifying First Responders

PALM SPRINGS, CA (May 22, 2023) For the entire month of June, **all qualified first responders receive free admission to the Palm Springs Aerial Tramway** as part of **“First Responders Days.”** In addition, up to four of their guests receive 25% off their regular Tram fares.

According to **Tramway General Manager Nancy Nichols**, “We are honored to welcome those who dedicate their lives to protect and serve our communities. ‘First Responders Days’ allows us to extend the Tramway experience as an expression of our gratitude to first responders. We truly hope they enjoy their visits along with their family and friends.”

Qualifying personnel include (see full list on www.pstramway.com):

- Fire and police personnel
- California Highway Patrol
- County Sheriff Officers
- Emergency Medical Technicians (EMTs)

This program runs June 1-30, 2023, with tickets only available at the Tramway’s Valley Station on the day of visit.

Note: “First Responders Days” is scheduled for June instead of August this year due to our annual maintenance closure moving to August to accommodate the Tramway’s 60th Anniversary in September.

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 Tramway’s free mobile tour in the App Store or Google Play.

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