



**FOR IMMEDIATE RELEASE**

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**DISCOVER THE HISTORY OF  
THE PALM SPRINGS AERIAL TRAMWAY**

Presentation and Book Signing by Author Steve Lech

**PALM SPRINGS, CA** (March 1, 2025) Join us on **Saturday, March 15 from 11:00 a.m. – 1:00 p.m.** for an informative **presentation and book signing by author and historian Steve Lech.** Lech will be discussing his book, *Crocker's Folly*, which details the long and difficult journey by the Palm Springs Aerial Tramway founders in building this now iconic attraction.

Steve Lech, a native of Riverside County, has been researching the area for more than 40 years. He has written or co-written more than a dozen books and over 300 articles on various aspects of Riverside County's history. In addition to writing and researching articles and books, he serves as co-editor of the Riverside County Chronicles (the Riverside County Heritage Association's journal of local history), he is on the editorial board of the Journal of the Riverside Historical Society, and he serves as president of both the Riverside Historical Society and the Riverside County Heritage Association.

The presentation and book signing event will be held in the Francis Crocker Room at the Palm Springs Aerial Tramway Mountain Station. *Crocker's Folly* is available for purchase in the Mountain Gift Shop. This event is free with general Tramway admission. General admission is \$32.95 for adults, \$29.95 for seniors 65 and older, and \$18.95 for children ages 3-10. Tram cars depart at least every 30 minutes.

Please note: Online advance reservation tickets for the Tramway are limited in quantity. If online tickets are sold out, please purchase your tickets as a walk-in on the day of your visit.

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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](http://www.pstramway.com). Also, download the Tramway's free mobile tour in the App Store or Google Play.

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**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](mailto:mmorgan@pstramway.com) or visit [www.pstramway.com/media](http://www.pstramway.com/media).