



FOR IMMEDIATE RELEASE

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**NEW PUBLIC RELATIONS & EVENTS MANAGER NAMED
FOR PALM SPRINGS AERIAL TRAMWAY**

PALM SPRINGS, CA (August 20, 2025) **Rachel Anderson** has joined the **Palm Springs Aerial Tramway** as **Public Relations & Events Manager**. In this capacity, she will direct the attraction's communications efforts including media relations, special event planning and promotion, supervision of digital content and filming coordination.

Since 2017, Anderson has been engaged in public relations and marketing in her native Idaho and now in the Coachella Valley. She joins the Tramway after most recently serving as the development & community relations manager at FIND Food Bank in Indio.

"I am eager to bring my experience and skills to the Tramway and connect more individuals with this spectacular local landmark," says Anderson.

"We are delighted to welcome Rachel to our marketing team," says **Tramway Vice President of Marketing & Public Affairs Greg Purdy**. "She brings a wealth of experience to her new position, and we look forward to her role here at the Tram."

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

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