



Windermere  
Real Estate  
Coachella Valley

R E A L E S T A T E N E W S

**MEDIA CONTACT:**

Shilo Herrling  
760-770-6801  
sherrling@windermereocal.com

**FOR IMMEDIATE RELEASE**

**WINDERMERE GOES TO THE MOVIES**

**RANCHO MIRAGE (Calif.) – January 8, 2011** – Windermere joins thousands of local and visiting film aficionados in welcoming the annual return of the Palm Springs International Film Festival to the Coachella Valley. Now in its 22<sup>nd</sup> year, this 10-day event (January 6-17) is again expected to attract over 130,000 attendees.

Windermere Real Estate recognizes the many rich contributions to the Valley's cultural landscape brought by the Palm Springs International Film Society, which presents the Festival. This year, Windermere is supporting the program with a \$100,000 Platinum Sponsorship. "Our area offers an exceptionally diverse range of entertainment, activities and lifestyles," says Bob Deville, co-owner of Windermere Real Estate Coachella Valley. "Windermere takes enormous pride in supporting great traditions like the Palm Springs International Film Festival. This exciting event presents thousands of visitors with a great opportunity to see firsthand why we love calling Coachella Valley home."

For many, the Palm Springs International Film Festival represents Hollywood's 70-year love affair with the desert. Though the event showcases films and shorts from around the world, much of its appeal comes from A-list awardees scheduled to attend each year's Awards Gala. This year, honorees include Robert Duvall, Colin Firth, Ben Affleck and Michael Douglas. The spectacular Black Tie Gala brings world-wide media attention to Palm Springs and the surrounding area.

Equally important, the Palm Springs International Film Society works year round developing educational and enrichment programs tailored for the Coachella Valley, with funds providing scholarships for low-income students. "We strive for a world in which enlightenment, knowledge and tolerance prevail," says Harriet Barron, Director of Development for the PSIFS. "We believe film as an art form has the power to bridge cultures."

Windermere serves the Coachella Valley with 15 offices, including Palm Springs, Palm Springs South, Palm Springs Midtown, Cathedral City, Rancho Mirage, Palm Desert (San Pablo), Palm Desert (Cook & Hovley), Indian Wells Main, Indian Wells Luxury Homes & Estates, La Quinta, Old Town La Quinta, and Indio, and on-site offices at The Club at Morningside in Rancho Mirage, The Springs Country Club in Rancho Mirage, and Deep Canyon Tennis Club in Palm Desert. Additional offices in Garner Valley and Lake Arrowhead. For more information, go online at [www.WindermereSoCal.com](http://www.WindermereSoCal.com).