

November 3, 2016

Community Update by Chris Parman  
Communications / Events Manager



## Cathedral City Celebrates Its 35th Anniversary & 3rd Annual Hot Air Balloon Festival

The City of Cathedral City celebrates its 35th birthday at the 3rd Annual Cathedral City Hot Air Balloon Festival, presented by Westin Mission Hills Golf Resort & Spa, on Friday, November 18; Saturday, November 19; and Sunday, November 20, 2016.

### Anniversary Friday

The festival will bring fifty hot air balloons from across the country (Vermont, Kentucky, New Mexico) as well as British Columbia (Canada) to the Coachella Valley for a kaleidoscope of color, art, sound and enjoyment. The festival kicks-off on Friday morning for the "Hot Air Balloon Breakfast & Race" at Big League Dreams Sports Park (BLD), 33700 Date Palm Drive, where attendees can enjoy an American breakfast while watching the balloons inflate on three ball fields at 6 a.m. and then launch and race across the Valley for prizes shortly after 7 a.m. Tickets for the breakfast and balloon race are \$10 plus processing and are available at [www.HotAirBalloonFest.com](http://www.HotAirBalloonFest.com) or at the door.

Friday afternoon we encourage the community to find significant savings shopping on the Cent\$ational Mile of Resellers along East Palm Canyon Drive where resellers will be offering discounts of 35% on selected merchandise all weekend. The Cent\$ational Mile starts with Sebastian's Appraisal Gallery to Revival's and ends with Angel View Resale Shop.

On Friday evening, the community gathers at the Downtown Festival Lawn at 5:00 pm for the inflation of 15 hot air balloons for a 6:00 pm Balloon Glow to Music. Sponsored by AmeriGas, this 45-minute show will light up the night sky to music while these colorful airships provide the best backdrop for taking selfies.

Additionally, the community can get tickets for the Cathedral City 35th Anniversary Dinner Gala & Jazz Concert on Friday night. This event features a beautiful outdoor, chef prepared 3-course dinner and the jazz favorites of multi-awarding winning jazz singer Yve Evans and Grammy Award Nominated musician Dr. Bobby Rodriguez and His Jazz Band from Los Angeles. Attendees will get a sneak preview of the new Lalo Guerrero bronze statue that will be unveiled at Town Square Park during the festival. Tables and tickets are available at [www.DiscoverCathedralCity.com](http://www.DiscoverCathedralCity.com).

### **Sneak Preview Saturday**

The hot air balloon activities begin at 6 am with the inflation of 30 hot air balloons at Westin Mission Hills Golf Resort and Spa in Rancho Mirage. Around 7 am, the balloons will mass ascend into the sky one by one and float across the Coachella Valley. Free admission.

On Saturday and Sunday mornings, Fantasy Balloon Flights will offer tethered hot air balloon rides in Downtown Cathedral City, 68510 East Palm Canyon Drive beginning at 7:00 am and usually can go as long as 11:00 a.m. weather depending. Attendees may purchase the rides onsite for \$25 for adults, \$20 for kids ages 5 -12 years, and free for children aged 5 years and under with an adult ticket purchase.

The community can line up along East Palm Canyon Drive between Allen Avenue and West Buddy Rogers in Downtown Cathedral City at 10:00 a.m. to watch the 35th Anniversary and Balloon Parade. The parade promises to be the biggest parade in Cathedral City featuring a large variety of floats and equestrians.

At 11:00 a.m. in Downtown Cathedral City, LIVE entertainment on Main Stage in front of City Hall will begin with a Sneak Preview of the City's signature event coming February 11th - Taste of Jalisco - a celebration of the City's sister city relationship with Tequila, Jalisco (Mexico). The sneak preview features Mariachi Limon, musical group Melodia Versatil, and many others. Entertainment will continue throughout the afternoon.

At noon, gather around the Main Stage as the Finalists of the Desert Treasure Hunt, in order of randomly chosen selection, will reach into a concealed bag and pull out one colored rock. The finalist who pulls out the red rock wins a 2016 Volkswagen Jetta, the white rock wins mountain bikes for a family of four, and the blue rock wins \$300 in gift cards.

Right after the Desert Treasure Hunt, the Cathedral City Public Arts Commission will unveil to the public the latest bronze statue at Town Square Park featuring the "father of Chicano music," the late Lalo Guerrero. Members of the family will be present to witness the unveiling.

At 2:00 p.m., local bridal store, Guadalupana will present a Fashion Show at the main stage featuring dresses for Winter Ball, high school prom, bridal, and quinceañera.

At 2:45 p.m., the Cathedral City Dance Program takes the stage to perform a 20-minute dance routine that will encapsulate a wide variety of dance techniques.

At 3:00 p.m., Sneak Preview Saturday switches from Taste of Jalisco to Cathedral City's 3rd Annual LGBT Days (March 24-26, 2017) with a comedy performance of Shann Carr. Entitled, "Shann Carr's Laugh and a Half," the comedian will provide an hour stand-up show benefitting the L-Fund at the Desert Cinema, 68510 East Palm Canyon Drive.

Throughout the day in Downtown Cathedral City, festival attendees can browse through an outdoor market provided by Desert Oasis Market featuring more than 50 vendors, dine at the festival's restaurant row featuring a great selection of local cuisine, partake in the beer and wine garden, and enjoy car club displays. Other daytime festival activities include a Kid Zone with multiple bounce houses, games, face painters, and themed characters.

At 5:00 p.m. families should gather downtown to watch the inflation of up to 35 hot air balloons for the Cathedral City Birthday Balloon Glow to Music sponsored by KMIR / KPSE. This 45-minute balloon glow to music begins at 6:00 p.m. and will light up the night sky with a kaleidoscope of color, sound, and enjoyment. It will be the City's biggest balloon glow yet! A VIP Viewing Section is available for the Balloon Glow for \$10 and includes a complimentary glass of champagne or sparkling cider. Tickets are available online at [www.HotAirBalloonFest.com](http://www.HotAirBalloonFest.com) or at the door.

Following the balloon glow, enjoy LIVE local bands on the Main stage while enjoying local cuisine and those 21 years and older may enjoy a beer and wine garden until 10:00 p.m.

At 6:30 p.m. families, couples or groups of friends wanting to share a wonderful dining experience should get reservations now for the outdoor Sunset Wine Dinner and Balloon Glow at the Westin Mission Hills Golf Resort & Spa in Rancho Mirage. Guests will enjoy a 3-course dinner prepared by Westin Mission Hills' chefs and paired to wine while listening to LIVE music. Adjacent to the dinner will be the picturesque beauty of colorful hot air balloons. Tickets are available at [www.HotAirBalloonFest.com](http://www.HotAirBalloonFest.com).

### **Discover Cathedral City Sunday**

The balloon festival rises early on Sunday morning at 6:00 a.m. at Century Park, 69947 Century Park Drive in Cathedral City with the inflation of balloons, and around 7 a.m., a mass balloon ascension to fly over the Coachella Valley.

Additionally at 7:00 a.m., head to Downtown Cathedral City for breakfast and watch or purchase a tethered hot air balloon rides at the Festival Lawn.

At 9:00 a.m. the Desert Oasis Market opens featuring more than 50 vendors selling a variety of products including art, accessories, jewelry, and household goods.

Bring the children for the Kid Zone with multiple bounce houses, games, face painters, and themed characters and enjoy lunch from a variety of local vendors.

The Cent\$ational Mile of Resellers will offer 35% discounts on select items for the final day of the festival.

The festival offers free admission and free general parking. All festival activities end on Sunday, November 20th at 4:00 p.m.

For all festival information, go to

[www.HotAirBalloonFest.com](http://www.HotAirBalloonFest.com) or [www.DiscoverCathedralCity.com](http://www.DiscoverCathedralCity.com).

## News



**NOW thru November 11th!**

Desert Treasure Hunt - Win a 2016 VW Jetta

[Read more.](#)



## Desert Oasis Market - Every Tuesday - 3 pm to 7 pm

Desert Oasis Market - Every Tuesday - 3 pm to 7 pm After you vote today, head over and do a little outdoor shopping at Cathedral City's newest outdoor market, Desert Oasis Market. Due to daylight savings time, the market is now open from 3 pm to 7 pm. It is located at 34567 Cathedral Canyon Drive at the Welk ...

[Read more.](#)

## Hot Breakfast & Balloon Race - Friday, November 18th

Hot Breakfast & Balloon Race - Friday, November 18th Enjoy an American Breakfast and watch nearly 50 Hot Air Balloons inflate on three ball fields at Big League Dreams Sports Park in Cathedral City as they prepare to ascend and race across the Coachella Valley to win prizes. These colorful works of art will rise above in a kaleidoscope of ...



[Read more.](#)

## Upcoming Events

### Healing Field

"Healing Field" is a tribute to the men and women of uniform who gave the ultimate sacrifice to our country while serving in Iraq and Afghanistan. The event is organized by the Cathedral City Rotary and sponsored by the City of Cathedral City. Located in Patriot Park next to Big League Dreams Sports Park at the corner of Date Palm ...

[Read more.](#)



## Cathedral City Cove Art Party for Children & Elders

Children's Art Party for children and elders. NEW TIME THIS MONTH: Cathedral City Art Gallery (City Hall) The SCRAP Gallery and the Agnes Pelton Society hosts the Children and Elders monthly Art Party at the Cathedral City Art Gallery, 68700 Avenida Lalo Guerrero (adjacent to City Hall), on the Second Saturday of each month from 1-3 PM. Admission is free. Participants create ...

[Read more.](#)



## CELEBRATE CATHEDRAL CITY THE EARLY YEARS

- VINTAGE PHOTOGRAPHS
- AERIAL VIEWS
- CASINO MEMORABILIA
- MUCH MORE!

**MONTH OF NOVEMBER**  
**SATURDAY AND SUNDAYS ONLY 1-4 P.M.**  
**FREE ADMISSION**  
IN CATHEDRAL CITY HALL ART GALLERY  
68-700 AVENIDA LALO GUERRERO

[HAPPY 35TH BIRTHDAY CATHEDRAL CITY](#)

[www.cathedralcityhistoricalsociety.org](http://www.cathedralcityhistoricalsociety.org)

## The Early Years of Cathedral City

The Cathedral City Historical Society presents "The Early Years" featuring a special month long exhibit of vintage photos, aerial views, casino memorabilia, and much more. The exhibit is open every Saturday and Sunday from 1 pm to 4 pm at the Cathedral City Art Gallery at City Hall, located at 68700 Avenida Lalo Guerrero (doors located at the southeast wing of City Hall – closest to the Mary Pickford Theatre).

[Read more.](#)

## Movies in the Park

Gather the family, blankets and/or chairs for "Movies in the Park" located this season at Ocotillo Park, 33300 Moreno Road in Cathedral City. The free event every month at 7:00 pm, except for the month of May, which begins at 8:30 pm due to daylight savings time.

You are welcome to bring snacks or non-alcoholic drinks, but you can also purchase them from the movie organizers at the park's concession stand. Great Family FUN!

[Read more.](#)



## “Cathedral City, an American Town/Community and Cultural Contrasts” Fine Art Photo Exhibit

Kicking off the 35th Anniversary of Cathedral City celebration is the fine art photo exhibit, “Cathedral City, An American Town/Community and Cultural Contrasts,” by noted fine art photographer, Peter Palladino, at the Simeon Den Gallery, 68895 Perez

Road, # I-27, on Tuesday, November 15, 5-8 PM There will be performances by local musicians and a Mexican folkloric dance performance by ...

[Read more.](#)

A poster for the Cathedral City 35th Anniversary Celebration and Balloon Festival. The text includes "Cathedral City 35th Anniversary Celebration", "Gala Dinner • Jazz Music • Parade", "NOVEMBER 18 - 20, 2016", "presented by CATHEDRAL CITY AUTO CENTER", "DISCOVER Cathedral City", "Cathedral City", "Balloon Festival", and "THE WESTIN MISSION HILLS GOLF RESORT &amp; SPA". A large hot air balloon with a rainbow-colored envelope and a white basket is the central focus. The balloon's envelope has the text "Cathedral City CELEBRATING 35 YEARS 1981-2016". The basket has the "KMR" logo. The background features silhouettes of a person playing a trumpet, a palm tree, and a building with a dome.

## 35th Anniversary Celebration and Balloon Festival

For more information, [CLICK HERE](#) [Read more.](#)

## Santa & Seasonal Lights

Join friends and neighbors for a Special Holiday Celebration featuring "Santa & Seasonal Lights" on Thursday, December 1, 2016 from 6:00 pm to 8:00 pm. Free event. 6:00 pm: Tree Lighting Ceremony at Cathedral City Civic Center Plaza  
Lighting of City Hall Light  
Refreshments Santa Claus Arrival  
Kids Art Project For Sponsorship Opportunities ... [Read more.](#)

## Santa & Seasonal Lights

THURSDAY, DECEMBER 1ST, 2016 AT 6 PM

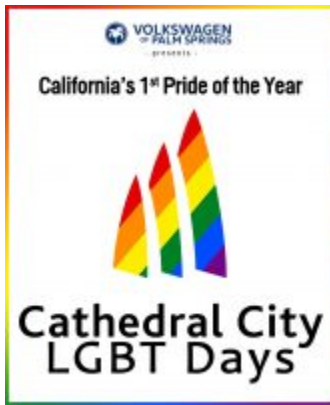
PRESENTED BY  
**VOLKSWAGEN**  
OF PALM SPRINGS

SANTA ARRIVAL  
HOT CHOCOLATE & COOKIES  
PHOTOS WITH SANTA  
LIVE MUSIC  
LIGHTING OF HOLIDAY TREE & CITY HALL

Cathedral City  
CELEBRATING  
**35**  
YEARS  
1981-2016



[www.DiscoverCathedralCity.com](http://www.DiscoverCathedralCity.com)



## 3rd Annual Cathedral City LGBT Days

For all information, [CLICK HERE](#)

[Read more.](#)

