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PRESS RELEASE

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Students and faculty at the Monte Carlo masquerade ball hosted by the CSUSB Palm Desert Campus on Oct. 29, 2025 at the Agua Caliente Casino Resort & Spa.

Monte Carlo masquerade ball raises funds for CSUSB Palm Desert Campus hospitality management program

PALM DESERT, Calif. – The California State University, San Bernardino Palm Desert Campus (PDC) hosted an elegant Monte Carlo masquerade ball on Oct. 29 at the Agua Caliente Casino Resort & Spa in Rancho Mirage to benefit its hospitality management program.

“An Evening in Monte Carlo” brought together community leaders, industry partners, university administrators, alumni and supporters for an evening of celebration, connection and purpose.

The annual gala is a component of the hospitality management program's curriculum and a learning activity in the Meetings and Event Planning course. Students assist in planning a large-scale event that generates financial support for their education, study abroad opportunities and the marketing of the program.

"Hospitality is at the heart of our regional economy," said Joe Tormey, director of the hospitality management program. "Seeing our students shine at this event — and knowing that the funds raised will directly support their education — made the evening truly special."

The Coachella Valley's tourism and hospitality industry has an economic impact of \$9 billion annually, yet there remains a strong demand for qualified managerial talent. To meet this need, the CSUSB Palm Desert Campus launched the hospitality management program — designed to cultivate a local talent pipeline. CSUSB is building a world-class program to attract top students from the region and beyond.

Event sponsors included Visit Greater Palm Springs as platinum sponsor; Agua Caliente Casino Resort & Spa, Grand Hyatt Indian Wells Resort & Villas, Jack H. Brown College of Business and Public Administration and Yaamava' Resort & Casino at San Manuel as gold sponsors; and Desert Champions as silver sponsor.

For more information about the program, visit the [CSUSB Hospitality Management](#) webpage.

About the CSUSB Palm Desert Campus: The CSUSB Palm Desert Campus is dedicated to providing a transformative educational experience in the Coachella Valley. With a focus on academic excellence and community engagement, the campus offers undergraduate and graduate degree programs designed to meet the diverse needs of its students and the region.

For more information about the CSUSB Palm Desert Campus, contact Mike Singer in the Office of Marketing and Communications at msinger@csusb.edu or (760) 341-2883, ext. 78107, or visit the PDC website at www.csusb.edu/pdc.