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PRESS RELEASE

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Monte Carlo masquerade ball to benefit CSUSB Palm Desert Campus hospitality management students

PALM DESERT, Calif. – An evening of elegance and excitement awaits as the Monte Carlo masquerade ball comes to the Coachella Valley, raising critical support for hospitality management students at the Cal State San Bernardino, Palm Desert Campus.

An Evening in Monte Carlo will feature an elegant dinner, live entertainment, dancing and the intrigue of masquerade — all inspired by the glamour of Monte Carlo. Guests will enjoy an unforgettable night while directly contributing to scholarships and educational opportunities for students preparing to lead in the region's thriving hospitality and tourism industry.

The event, which will take place on Wednesday, Oct. 29, from 5-9 p.m. at the Agua Caliente Casino Resort & Spa in Rancho Mirage, will also highlight recent program developments, introduce students pursuing careers in hospitality management and recognize the contributions of sponsors and donors.

“An Evening in Monte Carlo is more than a celebration,” said Joe Tormey, director of the hospitality management program at the CSUSB Palm Desert Campus. “It’s an investment in our students, who represent the future of hospitality.”

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.

Individual tickets are \$200 and sponsorship opportunities begin at \$2,500.

Event sponsors include 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.

Tickets can be purchased on the [CSUSB Hospitality Management Program](#) 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.