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**FOR IMMEDIATE RELEASE**

**WESTERN DESIGN CENTER AT PALM SPRINGS WESTERN FESTIVAL**

**Palm Springs, CA – March 3, 2010** – As part of the hopeful resurgence of the Western days of yore, organizers of the Frank Bogert Memorial Rodeo and Palm Springs Wild WestFest are bringing together some of the best Western couture available.

Sponsored by American Cowboy Magazine, the Western Design Center brings together a dozen top couturiers, boot makers, hat makers, jewelry makers, and Western furniture dealers in a 6,000 square foot display area. This unique center will feature Nashville's famous Manuel Collection who has dressed the likes of Ronald Reagan, Johnny Cash, and Merle Haggard. El Paso's Tres Outlaws Boot Co. who have made boots for our own Gene Autry, President's Bush 1 and 2, Gov. Arnold Schwarzenegger, Reba McEntire, and New Orleans Saints Coach Sean Payton, to name a few. Silver King Silversmiths from Chatsworth, CA will be there too with great cowboy bling such as buckle sets for any occasion, silver hatbands, and silver in-laid leather belts like those worn by Tom Selleck, Madonna, Robert Redford, Dean Smith, and even Dale Robertson. Locally, Indio, CA-based The Design Collection will have home furnishings and décor for people to feast their eyes on and take a bit of the western designs home with them. Pony Express, from Downtown Palm Springs will have a myriad of fashions, jewelry, boots, and hats as well. Many of these offerings are one of a kind, and some are created specifically for this event. Bring your checkbook and place an order for custom cowboy boots, a room full of furniture or modern Western apparel. The Vendor Village completes your shopping experience with 40 displays ranging from apparel to solar power.

The Wild Western Festival is interactive and educational, and most of it is free. It is located on Avenida Caballeros between E. Tahquitz and Amado Road, across from the Palm Springs Convention Center. It is 10 acres of fun for the entire family. The weekend's first Rodeo performance is at 6 pm Friday, with tickets available onsite or at [www.palmspringswestfest.com](http://www.palmspringswestfest.com)

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**About Spur of the Moment and The Frank Bogert Memorial PRCA Rodeo and the Palm Springs Wild WestFest**  
The Palm Springs Wild WestFest and The Frank Bogert Memorial PRCA Rodeo presented by The Spa Resort Casino, is a fun and exciting combination of Western lifestyle, music, sports, arts, and culture taking place in the heart of Palm Springs, Calif. March 12, 13, & 14, 2010. Partners include The Spa Resort Casino, Palm Springs Life Magazine, and American Cowboy Magazine. The event is designed to showcase Palm Springs and its business community in the backdrop of the Santa Rosa and San Jacinto National Monuments. This event is inspired by the late Mayor Frank M. Bogert's vision of a resort town that hosts Hollywood celebrities, heads of state and cowboys of all ages. The Wild WestFest is free to the public, and the professional rodeo is reasonably priced to guarantee maximum fun for the whole family. Portions of the proceeds from the Wild WestFest and Frank Bogert Memorial Rodeo go to a variety of charitable foundations in the area. For more information, please visit [www.palmspringswestfest.com](http://www.palmspringswestfest.com) or call 800-664-5617.