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**PALM SPRINGS MODERNISM WEEK
FEATURED ON MICROSOFT'S
MSN.COM**

Palm Springs, CA (December 22, 2009) -- Modernism Week was recently included on Microsoft's popular website MSN.com in an article about mid-century modern architecture.

Suzanne Schmalzer, MSN's Editor/Producer, noted that the article received over 1 million hits. The article can be accessed at the following URL address:

<http://cityguides.msn.com/articles/slideshow.aspx?cp-documentid=22745228>

"We think the enormous interest in mid-century modern architecture in general and in Palm Springs, specifically, underscores why Modernism Week continues to draw a larger audience each year and has continued to grow in national prominence," said Lydia Kremer, Modernism Week spokeswoman.

The 5th annual Modernism Week, slated to take place February 12 - 21, 2010.

The full Modernism Week 2010 event schedule, as well as subsequent updates, can be viewed on the website (www.modernismweek.com).

The Presenting Sponsor of Modernism Week 2009 is once again the City of Palm Springs. Event sponsors are the ACE Hotel & Swim Club, Design Within Reach, Orbit In, The Hideaway, Paul Kaplan Modern Real Estate, Small Hotels of Palm Springs, TRIO Restaurant, The Horizon Hotel, koffi, the Camelot Theatres, Vacation Palm Springs and Greater Palm Springs Realty, Riviera Resort & Spa, and Airstream. Modernism Week Partners are: National Trust for Historic Preservation, California Preservation Foundation, Architecture & Design Council of the Palm Springs Art Museum, the Palm Springs Modern Committee, the Palm Springs Historical Society, and Palm Springs Preservation Foundation.

Media sponsors are KCET, ***Palm Springs Life*** and ***Modernism Magazine***.

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