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**PALM SPRINGS MODERNISM WEEK
LAUNCHES MODERNISM WEEK PASSPORT PROGRAM
TO BENEFIT LOCAL BUSINESSES**

Palm Springs, CA (December 21, 2009) -- Modernism Week has announced a new business-friendly program for the 5th Annual Modernism Week that will capitalize on the influx of visitors who travel to Palm Springs for the annual Modernism Week, slated to take place February 12 - 21, 2010.



The **MODERNISM WEEK PASSPORT PROGRAM** is a partnership of Modernism Week with local businesses which enables them to tap into the thousands of visitors that will be in Palm Springs for the 10-day event.

The program is absolutely free for visitors and residents. The PASSPORT enables them to enjoy the benefits of being a Modernism Week insider by getting discounts on meals, hotels, gifts, clothing, goods and services.

Here's how the PASSPORT Program Works:

For Businesses:

Any business can participate in the MODERNISM WEEK PASSPORT PROGRAM, however, they must offer PASSPORT holders a discount or a special offer. These special offers must be offered during Modernism Week February 12-21, 2010.

Participating businesses will be listed on the Modernism Week website which draws 38,000 visitors, many who travel from outside the area and visit the website while planning their trip to Palm Springs. They will be provided a Modernism Week PASSPORT poster to display in their place of business.

Businesses can register in the MODERNISM WEEK PASSPORT PROGRAM at modernismweek.com

For Residents and Visitors:

From HYPERLINK "<http://www.modernismweek.com>" www.modernismweek.com they can access the PASSPORT page and fill in the PASSPORT form, then they can download and print the business card size PASSPORT. Modernism Week PASSPORT holders can use it at all establishments in the Coachella Valley where the MODERNISM WEEK PASSPORT poster is displayed. The list of participating businesses will be added to the website as businesses are enrolled in the PASSPORT program.

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Modernism Week, the only such event in the country, is an exciting 10-day homage to the ideals of mid-century modern design, architecture and culture. This design aesthetic, originated in the early 1950s and 60s, was typified by clean, simple lines and celebrated elegant informality which came to define desert modernism.

The annual event begins with the two-day Modernism Show (February 13 and 14) at the Palm Springs Convention Center, preceded by a public Preview Cocktail Reception and Auction on Friday, February 12th.

The 2010 Modernism Week will feature nearly 30 events in 10 days -- an expanded number of events from last year. Some of the week's highlights include:
A special tribute to renowned modernist architect Albert Frey on the Walk of Stars
An exclusive home tour in and around Palm Springs concluding with a cocktail reception
A vintage fashion show
An architecture and design film festival
A silent auction during the Modernism Show featuring fabulous items

The full Modernism Week 2010 event schedule, as well as subsequent updates, can be viewed on the website (HYPERLINK "<http://www.modernismweek.com>" 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. 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***.