



FOR IMMEDIATE RELEASE

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“FIRST RESPONDERS DAYS” AT THE PALM SPRINGS AERIAL TRAMWAY

Complimentary Tram Admission in August for Qualifying First Responders

PALM SPRINGS, CA (July 22, 2026) During the entire month of August, **all qualified first responders receive free admission to the Palm Springs Aerial Tramway** in celebration of **“First Responders Days.”** In addition, up to four of their guests receive 25% off regular Tram fares.

“The Tramway is delighted to continue this annual tradition, in appreciation for the dedication and service of those who serve our communities,” said **Tramway General Manager Nancy Nichols**. “We look forward to welcoming our first responders to a day with friends and family, exploring the natural beauty of our alpine wilderness.”

The “First Responders Days” promotion can be redeemed with valid first responder photo ID at the ticket booth of the Tramway’s Valley Station from August 1 – 31, 2026. Qualifying personnel include fire and police personnel, California Highway Patrol, County Sheriff Officers, Emergency Medical Technicians (EMTs), and more.

For additional information, as well as a full list of qualifying first responders, please visit www.pstramway.com/first-responders-days-2026.

About Palm Springs Aerial Tramway

The Palm Springs Aerial Tramway is the world’s largest rotating tram car. Opened in 1963, the Tram’s 80-passenger cars travel along the breathtaking cliffs of Chino Canyon from the Valley Station (elevation 2,643 ft.) to the Mountain Station (elevation 8,516 ft.) in approximately 10 minutes. For more information, please call 888-515-TRAM or 760-325-1391 or visit www.pstramway.com. Also, download the Tramway’s free mobile tour in the App Store or Google Play.

NOTE TO EDITORS: For additional information, high-resolution images or HD B-roll, please contact Rachel Anderson at (760) 969-4385, email randerson@pstramway.com or visit www.pstramway.com/media.