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**FOR IMMEDIATE RELEASE**

**Pump It Up of Coachella Valley Hosts Holiday Event to Benefit Local Charity**  
*Palm Springs and Coachella Valley Area Residents Jump with Santa to Help Others*

**INDIO, Calif.** – Pump It Up of Coachella Valley, part of the nation’s largest chain of indoor, inflatable playgrounds, will host a high-spirited holiday event for Palm Springs and Coachella Valley area families on Sunday, Dec. 21, 2008 from 10:30 a.m. to 1:30 p.m.

Expressing their holiday spirit, all area residents are not only jumping on the brightly-colored inflatables for a fun time, but also to benefit Women In Need Now (W.I.N.N.), a charity operated through THE EIGHT, that supports local women and families in need of immediate assistance. This event will help provide less fortunate families food and other items that will help make this holiday one to remember.

"We chose to support W.I.N.N. because it's a fantastic cause," said Maxine Spurgin, one of the owners of Pump It Up of Coachella Valley. "Most organizations around here offer assistance, but not necessarily immediate assistance. Through W.I.N.N., families don't have to wait weeks to get the food, clothing or medical help they need."

Aside from kids jumping in the eight giant inflatables, Santa will also be at the event. Kids will have the opportunity to jump with Santa in the inflatable structures as well as take pictures with him. The event costs \$7 for each child wishing to have fun and support a local cause.

Pump It Up of Coachella Valley, located at 82-740 Atlantic Ave. in Indio, can be reached at (760) 775-0620.

**About Pump It Up**

Pump It Up's inflatable party zone was created as a fun, safe, clean place for children and adults to enjoy. Private parties for birthdays, team, school events, etc. are available to everyone from toddlers to adults and must be reserved in advance. Trained staff provides guests with supervision, food and beverage set-up, and clean-up services. Pump It Up is headquartered in Pleasanton, CA with more than 170 locations across the country. For more information, please visit [www.pumpitupparty.com](http://www.pumpitupparty.com).

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