



FOR IMMEDIATE RELEASE
Friday 5, 2026

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**COACHLA LAUNCHES FESTIVAL-FOCUSED TRANSPORTATION SERVICE FOR
COACHELLA 2026**

CoachLA, powered by LA Coach USA, is a new festival-focused booking service offering curated rides from Los Angeles to Coachella — turning transportation into part of the experience with onboard meals, partner perks, and a built-in community of fellow festival goers.

LOS ANGELES, CALIF. — CEO of COACH USA, Derrick Waters, will host a press conference to announce the official launch of CoachLA, the new booking service built for festival goers heading to Coachella 2026 on **Friday, February 6, 2026, at 11:00 a.m. at The West Hollywood EDITION Hotel.**

At the press conference, Waters will share the inspiration behind CoachLA, walk through the guest experience, and highlight the brand's partnerships with Erewhon, Le Pain Quotidien, Norma's, FARM Palm Springs, SoCal Vibes Co., Rhode, Supergoop, Revolve, and Liquid I.V. He will also discuss CoachLA's mission to foster connection and community through group travel, making the journey as memorable as the festival itself.

WHO:

Derrick Waters, CEO of Coach USA.

Lea Boulbain, Head of Marketing at Coach USA.

Spencer Chambers, Founder of Socal Vibes Co.

WHAT:

Announcing launch of the CoachLA service its Coachella 2026 transportation service — offering direct rides between Los Angeles and the Coachella Valley with curated amenities, partner experiences, VIP travel options, and stops at key festival locations, including two Los Angeles pickup zones (Rancho Cienega Recreation Center and Fairfax Branch Library) and three Palm Springs area drop-offs (Palm Springs Convention Center, Palm Desert Resort Country Club, and Indio festival grounds).

WHEN:

Friday, February 6, 2026 AT 11:00 a.m.

WHERE:

**The West Hollywood EDITION Hotel
9040 Sunset Blvd.
West Hollywood, CA 90069**

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