



DECORATING COMPANY

Rose Parade Media Update from Phoenix Decorating

Setting the Standard for Float Building June 2006

PHOENIX FLOAT SPONSORS 2006 - 2007

ALHAMBRA
Circus Comes to Town

ANAHEIM
TBA

AMERICAN HONDA
TBA

BAYER ADVANCED GARDEN
The Science of Roses

DONATE LIFE
Giving from the Heart

FARMERS INSURANCE
Mother Nature

GLENDALE
Our Bear Essentials

KIWANIS
Together We Can

LIFESOURCE WATER
TBA

LIONS CLUB
Sight First

LONG BEACH
TBA

LOS ANGELES
Building a Future

LUTHERAN HOUR
God's Great Nature

ODD FELLOWS & REBEKAHS
Ride of a Lifetime

OKLAHOMA
A Unique History

OPTIMIST INT'L
Anything's Possible

RONALD McDONALD HOUSE FOUNDATION
TBA

ST. LOUIS
Discovering Sea World

TRADER JOE'S
TBA

'Our Good Nature' Attracts New Float Sponsors to Phoenix Decorating Co.

Road Tests Have Already Begun for the 2007 Tournament of Roses

Some notable new participants to the Tournament of Roses lineup have joined the Phoenix Decorating Co. family of float sponsors. Joining 16 returning sponsors of Phoenix-built floats are **The City of Anaheim, Life-source Water** and the **State of Oklahoma**.

Work on the floats for the 2007 parade – themed "Our Good Nature" – began shortly after this year's Jan. 2 parade. The first float tests, administered by scores of Tournament of Roses volunteer committee members, were held on May 20 on the street outside Phoenix Decorating Co.'s Rose Palace facility in Pasadena, near the start of the parade route.

The Phoenix design team is currently in the process of completing the final float concept details – while construction is moving along at a rapid pace.

Many of the floats have advanced through their entire construction stage, passed Tournament safety and performance testing, been color-coded by the art department staff to guide volunteer decorators, and now await only

flowers and glue to be ready for their place in the spotlight.

Construction, sculpting, application of "cocoon-like" skin, foaming and art department coloration will continue through late November. Application of dry decoration, utilizing hundreds of materials that "won't wilt," beginning in early December is the

start of the transformation to the Rose Parade floats familiar to viewers around the world.

On the first day after Christmas activity in-

creases to a fever pitch as a masterful group of supervisors bring out the good nature in more than 16,000 decorators who apply millions of flowers and other natural elements from throughout the world.

- Phoenix Decorating Co. is creating more floats than any other commercial builder, with floats available at the only two permanent float sites in Pasadena.

- Photo Opportunities are currently available with floats in each of the various construction phases.

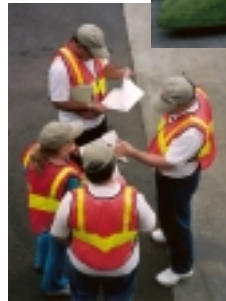
- Interviews and sound bites are available with designers, builders, sculptors, art and floral directors.



From the early construction stages of cocooning and foaming, to . . .



. . . fully constructed, color-coded and decoration-ready . . .



. . . each parade entry comes under the watchful eyes of Tournament members during float testing.

Phoenix Sponsors Get a Step-Up in PR

For many years the sponsors of Phoenix-built floats have been featured in the highly rated pre-parade TV shows aired by HGTV and KTLA.

Floats featured in the 2006 parade enjoyed a step-up in the PR that their floats received when *Made in America*, *Dirty Jobs* and an infomercial for Werner Ladders selected Phoenix and its floats as ideal subjects for their hosts and camera crews.

Made in America, hosted on The Discovery Channel by John Ratzenberger, showed Tournament history, float building and the **Farmers, Honda** and **Lions Club** floats.

Dirty Jobs, which also airs on The Discovery Channel, explored



Phoenix art department's Lisa Meijer does a jumbo job demonstrating the utilization of Werner Ladders in float development.

the seldom seen process of float deconstruction, and featured the **Ronald McDonald House Foundation** and **Trader Joe's** floats.

Werner Ladders will show on many channels and features **Kiwanis** and **Optimist Club** floats.

FLOAT TEST PHOTO OPS

**Saturdays
July 22 & Aug. 12**

Tests are from 7 to 8 a.m.
835 S. Raymond Ave.,
Pasadena, CA

Phoenix Decorating Co. is ready to meet the media's needs – from photo ops to feature and specialized stories, interviews and sound bites.

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