



Rose Parade Media Update from Phoenix Decorating

Setting the Standard for Float Building June 2007

PHOENIX FLOAT SPONSORS 2007 - 2008

AFRICA

Festivals of Africa

AHEPA

TBD

ALHAMBRA

Happy Chinese New Year

AMERICAN HONDA

TBD

ANAHEIM

The World's Celebration Destination

BAYER ADVANCED GARDEN

Salute to the Rose Parade

DONATE LIFE

Life Takes Flight

FARMERS INSURANCE

The American Indian Festival

GLENDALE

Bon Voyage

JPL/CALTECH

TBD

KIWANIS

Serving Children World Wide

LIFESOURCE WATER

Celebrate Clean Water

LIONS CLUB

Lion's Day With the United Nations

LONG BEACH

Passport to the Pacific

PORT OF LOS ANGELES

The Place Where the World Comes Together

LUTHERAN HOUR

Joy to the World

ODD FELLOWS & REBEKAHS

Special Delivery

RONALD McDONALD HOUSE FOUNDATION

TBD

ST. LOUIS

The Lewis & Clark Expedition

TRADER JOE'S

Getting There is All the Fun

WESTERN ASSET

The Circus Comes to Town

Float Sponsors Ready Passports to the World's Celebrations 2008

And Entries are Already on the Road to the Rose Parade

Notable participants in the Tournament of Roses' 2008 lineup are represented on Phoenix Decorating Co.'s 21-float roster. Joining returning sponsors of 2007 parade floats are **Africa** and previous years' float sponsors **AHEPA** and **JPL/Caltech** that will again call Phoenix Decorating Co. home.

Work on floats for the upcoming parade, themed "Passport to the World's Celebrations," began just after Jan. 1. The first road tests were held on May 19 and June 2 on the street outside Phoenix Decorating Co.'s Rose Palace near the start of the parade route.

The Phoenix design team is polishing the final float concept details. Construction is in various stages of completion – from initial steel sculpture to ready-to-decorate – for more than half the floats Phoenix Decorating will create for its sponsors.

The floats being created by Phoenix Decorating will transport parade viewers to a wide array of celebrations enjoyed around the world

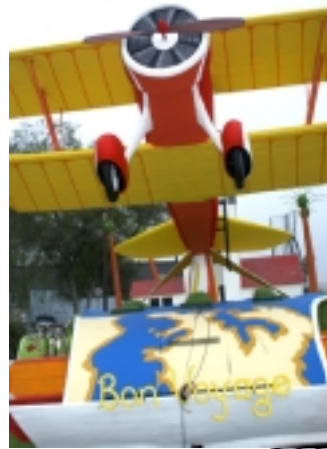
and in our own backyard. These floats will utilize all measure of floral vehicles and means to achieve that goal: sailboat, motorcycle, animals large and small, hot air balloons, airplane, imaginative flights of fancy and even a circus train to delight "children of all ages" – and the media that will depict float decoration and parade activity internationally.

And for those media representatives, some notable facts to consider:

- 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 available with floats in each of the various construction phases.

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



Tournament President CL Keedy waves 'Bon Voyage' as Glendale's float takes off on its road test.



Floats for the 2008 parade line up outside the Rose Palace for testing by Tournament of Roses members.

Photos by
Edi Metcalf &
Catherine
Bauknight



CHANGE BLOSSOMS ANEW FOR PHOENIX FLOATS' FLORAL DECORATION

With each new year comes change, and this is no different. Scott Lamb will now be directing all of his time and effort to his flower business, Pasadena Floral Co. His more than 30 years of involvement in float building have set a high standard – one that we intend to maintain.

Lyn Lofthouse, who for many years has been integral in determining flower requirements, developing guide books for crew chiefs, florists, the flower tent and working with the art department, will assume the responsibilities of Floral Director.

FLOAT TEST PHOTO OPS

**Saturdays
June 23 &
July 21**

Tests are from 7 to 8 a.m.

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