



# Rose Parade Media Update from Phoenix Decorating

Rose Parade Float Builder of Choice

June 2008

## PHOENIX FLOAT SPONSORS 2008 - 2009

**ALHAMBRA**  
*Salute to the USO*

**AMERICAN HONDA**  
*TBD*

**ANAHEIM**  
*TBD*

**BAYER ADVANCED GARDEN**  
*The Garden of Oz*

**DONATE LIFE**  
*Stars of Life*

**FARMERS INSURANCE**  
*TBD*

**GLENDALE**  
*Sneak Preview*

**KIWANIS**  
*Sharing the Great Outdoors*

**LIONS CLUB**  
*The Miracle Workers*

**LONG BEACH**  
*Renaissance Revival*

**LOS ANGELES**  
*DiscoverLosAngeles.com*

**LUTHERAN HOUR**  
*Hallelujah!*

**ODD FELLOWS & REBEKAHS**  
*Going to the Fair*

**RFD-TV**  
*Barn Dance*

**RONALD McDONALD HOUSE CHARITIES**  
*TBD*

**ROSEVILLE**  
*TBD*

**ST. LOUIS**  
*75 Years of Entertainment*

**TRADER JOE'S**  
*Saturday Matinee*

**WESTERN ASSET**  
*Entertainment on Parade*

## Entertaining Rose Parade Thoughts – Hats Off to Getting an Early Start

Preparations are underway for the 2009 Rose Parade – themed “Hats Off to Entertainment.”

Phoenix Decorating Co. has already provided some “entertainment” for float sponsors and riders, Tournament of Roses volunteers and the organization’s professional mechanics. Late in May and again in early-June several floats were presented for testing on the street outside of the Rose Palace in Pasadena.

Joining returning float sponsors (see list at left) are two new additions to the parade lineup and the Phoenix float family:

**The City of Roseville** (CA), and **RFD-TV**.

Work on the floats for the 2009 parade began just after January 1. The first round of tests was held on May 17, quickly followed by another round of inspections on June 7 when a total of seven floats were put through their pre-parade preparation paces.

The Phoenix design team and art department are polishing the final float concepts and float decorating “color guides,” while construction is in various stages of completion – from initial steel sculpture to ready-to-decorate – for about half of the floats the company will create to entertain 2009 Tournament of Roses Parade viewers.

The entertainment that sponsors will give a “hats off” spans the scale from professional

performance to personal pleasure, human hijinks to animal antics.

Opera, country music and rousing religious renditions are highlights on the musical menu. The USO with the pop and patriotic tunes it offered to U.S. troops from World War II to Iraq and Afghanistan also will receive a snappy salute. Broadway plays, movies, theaters, the great outdoors and the great American tradition of the county fair will be feted in flowers. Lions and tigers and bears can be anticipated as sculpted float features – and the world-renowned Clydesdale team, which has been trotted out to entertain fans for 75 years, will again provide the

horsepower for the City of St. Louis float.

This is just a portion of the program that awaits parade fans, television viewers and the international broadcast media that will share, and share in, the Rose Parade entertainment extravaganza.

And, for those media representatives who will focus the world’s attention on Pasadena on January 1, 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, proximate to the parade route.

- 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.

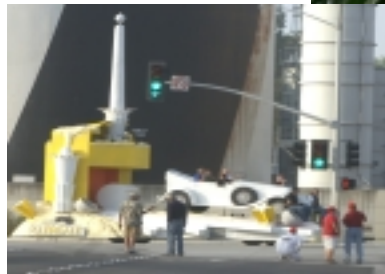
Take a peek behind the curtain. From now until showtime – let us entertain you.



*Parade floats begin as a rendering, then construction, and next, testing under the watchful eye of Tournament professionals and volunteers.*



*The City of Glendale float (left, top & bottom) will offer parade viewers a “Sneak Preview” as it salutes the city’s historic Alex Theater in the 2009 Rose Parade.*



*From painted metal to glued-on petal, it’s a year-round process.*

*All photos by Edi Metcalf*

## FLOAT TEST PHOTO OPS

**Saturdays**  
**June 28 &**  
**July 19**

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

Contact  
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626-793-3174 or  
626-799-5985