



Rose Parade Media Update from Phoenix Decorating

Setting the Standard for Float Building July 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

50 Years of Space Exploration

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 CHARITIES

We Celebrate Family

ST. LOUIS

The Lewis & Clark Expedition

TRADER JOE'S

Getting There is All the Fun

WESTERN ASSET

The Circus Comes to Town

Float Designers to take Parade Viewers on A Trip Around the World – And Beyond

Acting as a sort of fantasy travel agent Tournament of Roses President CL Keedy III has issued a "Passport to the World's Celebrations" to parade viewers everywhere.

As a result of this theme, the designers at Phoenix Decorating Co. have allowed their imaginations to book passage for a trip around the world – and beyond.

Every trip starts at home and this magnificent voyage is no different.

Several of Pasadena's neighbors are providing tours of the Southern California environs: the **City of Glendale** is bidding travelers "Bon Voyage" as they depart the historic Bob Hope Airport; the **City of Anaheim**, home to many world-class attractions, is noting its position as "The World's Celebration Destination;" the **City of Long Beach** salutes its port facilities as the "Passport to the Pacific," while its seaside partner, the **Port of Los Angeles**, announces that it is "The Place Where the World Comes Together."

The nearby **City of Alhambra** expands the horizon somewhat, drawing on its diverser population to present a hometown greeting of "Happy Chinese New Year."

Celebration is at the heart of the 2008 parade theme, and Phoenix float sponsors honor many of the world's most known festivities and notable moments.

Donate Life aims to lift everyone's spirits with



The City of Alhambra offers wishes for a "Happy Chinese New Year" (top), Africa celebrates the "Festivals of Africa" (center), and JPL/Caltech salutes "50 years of Space Exploration" (bottom).

a hot air balloon liftoff in "Life Takes Flight." **Western Asset** will bring a trainload of celebration to the parade when "The Circus Comes to Town."

The City of St. Louis honors the pioneer spirit with a celebration of "The Lewis and Clark Expedition," which traversed much of previously unexplored U.S. territory in the early 1800s. Although unexplored, the area they charted wasn't undiscovered – having long been populated by indigenous natives. **Farmers Insurance** pays tribute to those natives with "The American Indian Festival."

Africa likewise honors the natives of its continent with "Festivals of Africa."

To some travelers it's the trip rather than the destination that's the celebration. **Trader Joe's** points out that "Getting There is All the Fun," and the **Odd Fellows and Rebekahs'** "Special Delivery" rushes postcards to a traveler's family and friends back home.

No tour of the world's great celebrations would be complete without "A Salute to the Rose Parade," and who better to present it than rose product manufacturer **Bayer Advanced**. For something that's out of this world, it's **JPL/Caltech** and "50 Years of Space Exploration."

And what of always impressive **American Honda**? The journey they have in store for viewers will surprise everyone.



A Great Rose Float Animator is Stilled

Dick Gillespie, who for nearly three decades brought animation and life to Rose Parade floats, has passed away.

Gillespie was involved in countless complex animation presentations on Phoenix-built floats – including such Animation Award-winning entries as 2007's gigantic leaping frog, and in earlier years a team of mythic

galloping chariot horses, a dinosaur that reared 55-feet high and a garden filled with dancing flowers.

Float animation was his second career, having previously been a vice president with Wham-O Toy Co., where he was credited with the creation and development of several toys, including the Hula Hoop.

He moved everyone he met.

FLOAT TEST PHOTO OPS

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

Saturdays
July 21 &
Aug. 18

Contact: Larry Palmer
626-793-3174 or
626-799-5985

Phoenix Decorating Co. • 835 S. Raymond Ave. • 626-793-3174 • www.phxdeco.com