



# Rose Parade Media Update

from

## Phoenix Decorating

Rose Parade Float Builder of Choice

August 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

Family Outing

#### 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

Time for a Family Gathering

#### ROSEVILLE

TBD

#### ST. LOUIS

75 Years of Entertainment

#### TRADER JOE'S

Saturday Matinee

#### WESTERN ASSET

Entertainment on Parade

## Let Us Entertain You

When Tournament of Roses President Corky Conzonaire announced "Hats Off to Entertainment" as the theme of the 2009 parade, the design team at Phoenix Decorating Co. began a challenging search for the best possible ways to delight viewers around the world.

The focus of their creations runs the gamut of music – from patriotic to country, operatic to religious – the movies, dance, drama and the many enjoyments of personal expression.

The **City of Alhambra** will present a snappy "Salute to the USO," which has entertained the troops since WWII, with singers and dancers entertaining those who troop to the parade (or their TV sets) Jan. 1.

Music will also be featured on the **City of Long Beach** float, "Renaissance Revival" which is a resounding "bravo" to the city's opera company. The **Lutheran Hour** will raise choir voices on high, joyously proclaiming "Hallelujah!" And first-year parade participant **RFD-TV** will throw a "Barn Dance" with square dance music and participants, highlighted by a megastar-quality vocal surprise.

Several float sponsors will treat us to the movies. The **City of Glendale** offers a "Sneak Preview" at the historic Alex Theater; **Trader Joe's** will screen a "Saturday Matinee" featuring epic characters in animated performance, and **Bayer Advanced** provides a double feature with "The Gar-

den of Oz," paying homage to a classic movie, as well as the Rose Parade with the display of an out-of-this-world rose.

The movies, Broadway drama and personal involvement are in the spotlight on the **Lions Club** float "The Miracle Workers," which highlights the story of Helen Keller and the Lions Club's dedication to eliminating preventable blindness.

Individual involvement is the stellar element of **Donate Life's** honor of the "Stars of Life" who donate organs, life-giving and life-enhancing gifts.

Personal entertainment is at the heart of the **Kiwanis'** "Sharing the Great Outdoors," the **Odd Fellows & Rebekahs'** "Going to the Fair," and **Ronald McDonald House Charities'** "Time for a Family Gathering."

Entertainment itself takes center stage as the **City of Los Angeles** focuses on entertainment icons of the city in "DiscoverLosAngeles.com," and the **City of St. Louis** teams its local attractions with the 75 years of entertainment provided by the renowned Clydesdale horses. **Western Asset** has unlocked the Da Vinci code in "Entertainment on Parade," which applauds art, music and other creative contributions of the multi-talented master.

**American Honda** will be the presenter of the parade's opening show – that will also feature the company's float – so they're keeping the details under their hat. But, be assured, they *will* entertain you!



### FLOAT TEST PHOTO OPS

Saturdays

Aug. 16

Sept. 20

Oct. 25

Tests are from 7 to 8 a.m.

835 S. Raymond Ave., Pasadena, CA

Contact

Larry Palmer

626-793-3174 or

626-799-5985

### A Brilliant Light Extinguished



Gene Evans  
1937 - 2008

Gene Evans, who for many years was the creative force behind spectacular pyrotechnic displays on Phoenix Decorating Company-built floats, has passed away. He was 70.

He also designed the fireworks shows for the Hollywood Bowl, many Las Vegas casinos, and concerts featuring such stars as the Rolling Stones, the Who, Elton John and Bette Midler.

We'll miss the spark he brought to the Rose Parade.