



# Rose Parade Media Update

from

## Phoenix Decorating

Rose Parade Float Builder of Choice

Jan. 2010

# A Perfect 10 in 2010!

## 9 Tournament Awards – and #1 in ABC-TV's National Poll



▲ **American Honda**  
'Ship of Dreams'  
Tournament  
Special Award



◀ **Donate Life**  
'New Life Rises'  
A double victory:  
Theme Award &  
ABC-TV national  
popularity poll  
winner

RFD-TV ▶  
'FFA Today'  
Craftsman  
Trophy



▶ **Kiwanis Club**  
'Above the Rest'  
Isabella  
Coleman  
Award



◀ **Bayer Advanced**  
'We Are The  
Champions'  
Queen's  
Trophy



◀ **Boy Scouts of America**  
'Celebrating  
the Adventure  
Continuing  
the Journey'  
National  
Award

▶ **Odd Fellows & Rebekahs**  
'Family First'  
Princess's  
Award



▶ **Rotary Rose Parade Float Committee**  
'Service Above  
the Rest'  
Tournament  
Volunteers'  
Trophy



Photos by Edi Metcalf and Chuck Wallace

*With great appreciation and tremendous thanks to the float sponsors, the media representatives, the Phoenix staff and volunteers, and the Tournament of Roses and all of its members who helped present these spectacular floats to the world.*