



Rose Parade Media Update from Phoenix Decorating

Setting the Standard for Float Building Oct. 2006

PHOENIX FLOAT SPONSORS 2006 - 2007

ALHAMBRA
Circus Comes to Town

AMERICAN HONDA
Once Upon a Time

ANAHEIM
Always Fresh & Never Grows Old

BAYER ADVANCED GARDEN
The Red Carpet of Roses

DONATE LIFE
Giving from the Heart

FARMERS INSURANCE
Mother Nature

GLENDALE
Our Bear Essentials

KIWANIS
Together We Can

LIFESOURCE WATER
Clean Water

LIONS CLUB
Sight First

LONG BEACH
A Day on the Bay

LOS ANGELES
Building a Future

LUTHERAN HOUR
God's Great Nature

NATIONAL NOTARY ASSOCIATION
Signed, Sealed and Delivered

ODD FELLOWS & REBEKAHS
Ride of a Lifetime

OKLAHOMA
A Unique History

OPTIMIST INT'L
It's Love

RONALD McDONALD HOUSE CHARITIES
Home Sweet Home

ST. LOUIS
Discovering Underwater Nature

TRADER JOE'S
Discovering the Deep

WESTERN ASSET
A Universe of Opportunity

It'll Be a Hot Time on the Rose Parade Route – Thanks to Some Very Special Effects

“Don’t play with fire,” is generally good advice – unless you’re a Rose Parade float builder and you want to put on an unsurpassed, jaw-dropping show for viewers around the world.

And that’s just what Phoenix Decorating Co. and float sponsor **American Honda** have planned for Jan. 1, 2007.

Appearing under the fairy tale theme “Once Upon a Time,” a gigantic pair of dragons will fly along the parade route breathing real flames at one another as they engage in a mythic battle of good versus evil.

The fiery special effects will require a two-man team of pyrotechnic specialists, and tanks of pressurized propane.

“The system, which will let each dragon shoot 15- to 20-foot flames, is similar to a gas-powered tiki torch – but with a lot more pressure and really, really big flames,” construction foreman Sean McMinimy explained.

The float and its special effects will be fully tested by Tournament of Roses committee members and certified safe by Pasadena fire marshals. Additionally, a fire retardant will be utilized to avoid any charring of delicate flowers. Furthering the impact, CO² “smoke” will curl from the dragons’ nostrils.

Working other special effect wonders, CO² also will be used to create the “steam” emanating from a



American Honda will provide parade viewers with a spectacular parade show, featuring a pair of gigantic dragons – breathing real fire!

bigger-than-life circus calliope pulled by a sculpted elephant on the **City of Alhambra** entry.

And, CO² will help create a whale of an effect as **Trader Joe’s** is “Exploring the Deep,” aided by bubble machines neatly tucked like little pearls inside super-sized clam shells.

Providing an out-of-this world look to the galactic background on the **Western Asset** entry will be a network of flashing daytime strobe lights.

Offering a balancing effect to the warring dragons will be “doves of peace” released by “Mother Nature” as presented by **Farmers Insurance**.

And on every float, the traditional Tournament special effect: the unique floral decoration.

Attention Float Decorators & College Football Fans



To allow full enjoyment of football the **FIRST DRY DECORATION DAY** has been **RESCHEDULED** to **SUNDAY DEC. 3**. This will enable viewing the traditional USC - UCLA gridiron rivalry on Saturday, Dec. 2, at the Rose Bowl.



Behold the Great Pumpkin

Top float designer Michelle Lofthouse is also a hugely successful pumpkin grower.

With the help of a **LifeSource Water** system, Michelle harvested her largest pumpkin yet – an 885 pound gourd she named “Hagrid.”



FLOAT TEST PHOTO OPS

Saturdays
Oct. 28 & Nov. 18

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

Phoenix Decorating Co. is ready to meet the media's needs

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