



Rose Parade Media Update from Phoenix Decorating

Setting the Standard for Float Building Oct. 2007

PHOENIX FLOAT SPONSORS 2007 - 2008

ALHAMBRA
Happy Chinese New Year

AMERICAN HONDA
Passport to the Future

ANAHEIM
The World's Celebration Destination

BAYER ADVANCED GARDEN
Salute to the Rose Parade

DONATE LIFE
Life Takes Flight

FARMERS INSURANCE
Celebrating Our Rich Heritage

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

LUTHERAN HOUR
Joy to the World

ODD FELLOWS & REBEKAHS
Special Delivery

PORT OF LOS ANGELES
The Place Where the World Comes Together

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

The 'Passport' to Float Decoration Leads All Around the World

Want to celebrate Valentine's Day, your anniversary, a birthday? Call your local florist and order a dozen roses.

Want to provide a "Passport to the World's Celebrations"? Call a flower distributor and order more than 20 million blossoms grown around the globe – on six of the Earth's seven continents. (And the limitation is only because Antarctica hasn't yet started growing flowers).

That's the inviting challenge that faces Phoenix Decorating Co. Floral Director Lyn Lofthouse as she sets out to select the myriad materials that will adorn the 27 floral units created for the company's clients for the 2008 Rose Parade.

Coming from Europe will be tulips; Asia and the Pacific Islands will contribute orchids; Australia will send up proteas and leucadendron; Africa will offer everlasting; South America/Central America is the provider of roses and uxi pods, while North America is the home field of chrysanthemums and carnations.

Lyn has been involved in the creation and decoration of Rose Parade floats for decades – in fact, she met her husband in a Phoenix Decorating float barn.

This year, however, is her initial opportunity to select all of the elements that will define each of the floats in the Phoenix Decorating Co. sponsor family.

Each year Phoenix-built floats provide parade viewers with impressive surprises. Design innovation. Animation. Pyrotechnics. Fire. Longest. Loudest. Most memorable.

Plans are afoot for each of these to be the

case in 2008.

Additionally, there will be some new decorating elements as well as otherwise familiar items in unfamiliar applications, thanks to Lyn's fresh view of the Tournament's 119-year-old tradition.

Among the innovations to look for are blueberries and pomegranates on the **Farmers Insurance** float, "Celebrating Our Rich Heritage;" dusty miller and gray brunias and seafoam statice to provide a look of the sea's foam on the **City of Long Beach** and **Kiwanis** floats.

Also, look for erianthus plumes and bronze mums added to the pampas grass that will create the leonine mane of the gigantic **Lions Club** "Lion's Day With the United Nations" entry. And watch for the larger than previously seen pieces of palm bark that will stabilize the canoes on **City of St. Louis**' "The Lewis and Clark Expedition" as well as the natural ropes ties uniting major elements of the Clydesdale-drawn float.

In a salute to the Rose Parade, Lyn and Phoenix Decorating consultants have picked about a dozen roses honoring past Tournament Grand Marshals to add to the rose focus of the **Bayer Advanced** float.

The challenge each year is to creatively cover each float entirely with organic material. However, remember that even when the Rose Parade theme involves a "Passport..." – you can't use a Visa Card to buy the flowers.



Lyn Lofthouse surveys each of the Phoenix-built floats to determine the decorations needed to cover every square inch of the company's 27 units in the 2008 parade.

FLOAT TEST PHOTO OPS

Saturdays
Oct. 27
Nov. 17

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

Contact
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626-375-1025