



Rose Parade Media Update

from

Phoenix Decorating

Rose Parade Float Builder of Choice

Oct. 2008

PHOENIX FLOAT SPONSORS 2008 - 2009

ALHAMBRA
Salute to the USO

AMERICAN HONDA
Hats Off in Celebration

ANAHEIM
Crank Up the Entertainment

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
Hee Haw

RONALD McDONALD HOUSE CHARITIES
Time for a Family Gathering

ROSEVILLE
Entertaining Dreams for a Century

ST. LOUIS
75 Years of Entertainment

TRADER JOE'S
Saturday Matinee

WESTERN ASSET
Entertaining Our Imaginations

Roses, Roses, Roses

Around the Globe – And Out of This World

In the beginning, members of the Valley Hunt Club brought forth from their gardens glorious roses. They were good. And they prospered. Great mechanical parade floats became their progeny.

And, yea, therefore after 12 decades, in the year 2009, the bloom will continue upon the rose on the very first day of the new year.

The flower-accented procession to a crosstown picnic that began quietly in 1890 will continue in its ever-expanding incarnation, truly bringing worldwide delight.

A great deal has changed since those initial parade units – which featured horses, with flowers braided into their manes, pulling colorfully decorated carriages. Today's Rose Parade floats are much larger – often more than 50 feet tall, and occasionally stretching longer than 200 feet. They may feature gyrating gizmos guided by complex animation computer programs. There often are bursts of streamers and confetti, eye-popping pyrotechnics, theatrical smoke, and even flames leaping as much as 20 feet.

But central to each float is that basic element, born in 1890, which to this day provides the parade its unique quality – the flowers.

What once was solely the rosy product of Pasadena gardens is now the bounty of

growers worldwide, with decorations coming from six continents.

As the parade passes by on New Year's morning, fans will enjoy not only a salute to entertainment, but a colorful peek at international agriculture. Blue irises, which have a rich history in Europe and the Middle East, will make up the rivers on the **City of Roseville** float; orchids accenting the **City of Los Angeles** float

boast an Asian heritage; the eucalyptus leaves on the **Ronald McDonald House Charities** entry offer an Australian pedigree; the **City of Alhambra's** "Salute to the USO" will put South American chrysanthemums and carnations in the spotlight; **Donate Life's** float will cast African everlasting in a starring role; and daisies on the base of the **City of Glendale** float, as well as on several other entries, are native North Americans.

And now, the decorations which had their beginning in Pasadena gardens and grew to span the globe have reached into the heavens.

A "Tournament of Roses" rose, cut from the gardens at Tournament House, has circled the world aboard the NASA shuttle Atlantis and the International Space Station and will be carried on the 2009 **Bayer Advanced** float – thanks to astronaut Rex Walheim, brother of Bayer Advanced rose expert Lance Walheim.

For all those who have felt the Rose Parade is an out-of-this-world experience, it's now a proven fact!



Tournament of Roses® Photo



NASA Photo

Floral decorations have come a long way from the 1890s home grown flowers (top photo) to the out-of-this-world rose to be featured on the 2009 Bayer Advanced float (lower photo).

FLOAT TEST PHOTO OPS

Saturdays
Oct. 25 &
Nov. 15

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

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

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

Hats Off to 2009 Grand Marshal Cloris Leachman