



# Rose Parade Media Update

from

## Phoenix Decorating

Rose Parade Float Builder of Choice

Nov. 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 and 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

## Let Us Entertain You With Some Unique Float Decoration (Hint – It's Not Roses)

Mention Rose Parade float decoration and, naturally enough, thoughts turn to roses. There will, of course, be roses on all of the floats in the 2009 parade – hundreds of thousands of them. Red. Yellow. Orange. White. Roses of all colors, shapes and varieties.

Additionally there will be some eye-catching, out-of-the ordinary blooms adorning entries. The **Bayer Advanced** float will blossom with the All America Rose Selection winner, *Pink Promise*, and also will proudly present what may be the most unusual flower ever to appear in the January 1 parade: a *Tournament of Roses* rose that flew on the NASA Space Shuttle Atlantis.

Most parade fans are well acquainted with the long-standing Tournament edict that every square inch of a float must be covered with "organic material." Over the years float builders have interpreted the term "organic" well beyond flowers, to include such elements as rice, seeds, herbs, spices – and a great deal more.

This coming year will be no exception. The **RFD-TV** float will feature a veritable farmers' market of decorating materials. Reflecting its middle-America, farm belt roots, the float will offer real corn, potatoes, squash, broccoli, carrots, cucumbers, wild oats, apples,

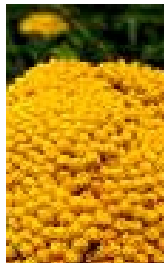
cantaloupes and watermelon. These are in addition to the homegrown country entertainment figures who will harvest viewer attention with their performances on the float.

It may be the seldom noticed, or at least not often recognized, decorating materials that deserve a co-starring nod in this production.

For your consideration: The Kermit green poms on **Kiwanis'** *Sharing the Great Outdoors*; liatris on the **City of Alhambra's** *Salute to the USO*; acorn buttons on **Odd Fellows and RebeKAHS'** *Going to the Fair*; hyacinth root and yarrow on the **City of St. Louis' 75 Years of Entertainment**; the paper bark on **Western Asset's** *Entertaining Our Imaginations*; curly willow on the **City of Roseville's** *Entertaining Dreams for a Century*; and the magdalena ting and nori on the **City of Glendale's** *Sneak Preview*.

As is the case with many cameo appearances, you'll need to keep a sharp eye open for these players' time in the spotlight – their moment upon the stage should earn raves for strength in a supporting role.

Most decorating choices have been cast, but ideas are still being considered. Stay tuned to see what germinates to entertain you.



Among entertaining decorations are: Kermit green pom (top); yarrow, liatris, paper bark (second row); nori (above); magdalena ting and curly willow (bottom, left & right).

### FLOAT TEST

Sat., Nov. 15 – 7 to 8 a.m., 835 S. Raymond Ave., Pasadena, CA

### FLOAT DECORATION PHOTO OPS

2 LOCATIONS – 19 FLOATS – PRIME MEDIA ACCESS

Dec. 7, 13 & 20  
9 a.m. to 5 p.m.

Dec. 26  
8 a.m. to 9 p.m.

Dec. 27 – 30  
8 a.m. to 11 p.m.

Rose Palace  
835 S. Raymond Ave.,  
Pasadena, CA

and

Rosemont Pavilion  
700 Seco St. (across from the Rose Bowl)  
Pasadena, CA

Contact: Larry Palmer at 626-793-3174 or 626-375-1025