



DECORATING COMPANY

Rose Parade Media Update from Phoenix Decorating

Setting the Standard for Float Building Dec. 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
Exploring the Deep

WESTERN ASSET
A Universe of Opportunity

Smiling Faces and Busy Hands Show the Good Nature of Decorating Floats

What's it take to form 8,000 gallons of glue, 16 tons of "dry materials" and 20 million flower blossoms into the 21 gigantic floats that Phoenix Decorating Co. and its family of sponsors will present in the 2007 Rose Parade?

How about 16,000 smiling faces and 32,000 busy hands. That's what the volunteers offer as they annually participate in the decoration process – ensuring compliance with the Tournament of Roses' edict that every inch of a float must be covered with organic material.

Volunteers must be at least 13 years old to participate; with no mandatory cutoff for the upper age range, many continue to swell the army of float barn regulars decades after they cash that first Social Security check.

Like the flowers themselves, decorators come from throughout the USA and around the world.

And, they come for a variety of reasons: family tradition, on a whim or a lark, school spirit, community pride, corporate comradery, loyalty to a service club and dedication to cause – these are but a few of the sources of inspiration.

The Kiwanis Club and the Lutheran Petal Pushers recruit large numbers of decorators for Phoenix floats, and coordinate volunteer efforts at the Rosemont Pavilion and Rose Palace float facilities respectively.

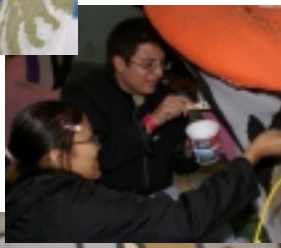
Several service clubs, such as Optimist International, the Odd Fellows and Rebekahs, and the Lions Club field floral artists. Residents of several float sponsoring cities also are moved to participate, including those from nearby Alhambra, Anaheim, Glendale, Long Beach and Los Angeles, and not-so-nearby St. Louis. And, Oklahomans understand that this year float decorating is definitely OK.

Some take vacation time from their company – and some firms help coordinate decorating efforts on their floats. Hundreds of representatives from American Honda, Bayer Advanced Garden, Farmers Insurance, LifeSource Water, Trader Joe's, Western Asset, as well as members of the National Notary Association are among those signed up for float duty.

In this season, the spirit of charity and generosity are highly evident, with supporters, donors and recipients alike giving their all for floats sponsored by the Ronald McDonald House Charities and Donate Life.

For all their differences, there's one thing that float decorators have in common. Their badge of honor – the remnants of those 8,000 gallons of glue remaining on their sticky fingers.

It is often said that it's the floral floats that make the Tournament of Roses unique. It's the decorators that make the floral floats possible.



Some 16,000 volunteers will participate in decorating the 21 Phoenix Decorating Co.-built floats appearing in the 2007 Tournament of Roses Parade.

Photos by Edi Metcalf

FLOAT DECORATION PHOTO OPS

2 LOCATIONS – 21 FLOATS – PRIME MEDIA ACCESS

Dec. 26

8 a.m. to 9 p.m. *Rose Palace (10 floats)*
835 S. Raymond Ave.,

&

Rosemont Pavilion (11 floats)
700 Seco St. (across from the Rose Bowl)
Pasadena, CA

Dec. 27 – 30

8 a.m. to 11 p.m.

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

Phoenix Decorating Co. is ready to meet the media's needs – from photo ops to feature and specialized stories, interviews and sound bites. Just give us a call.