



Rose Parade Media Update from Phoenix Decorating

Setting the Standard for Float Building Dec. 2007

PHOENIX FLOAT SPONSORS 2007 - 2008

ALHAMBRA

Happy Chinese New Year

AMERICAN HONDA

Passport to the Future

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The World's Celebration Destination

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Salute to the Rose Parade

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Celebrating Our Rich Heritage

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The Place Where the World Comes Together

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Getting There is ALL the Fun

WESTERN ASSET

The Circus Comes to Town

Rose Parade Float Decorating: Passport To the World's Ultimate Fantasyland

A train set, colorful balloons, a collection of "miniature" boats, a teddy bear and even a truck that turns into a futuristic aircraft.

This isn't a list of toys destined for a place beneath the Christmas tree, but rather Phoenix Decorating Co. sponsors' floats destined for a prominent place in the 2008 Rose Parade. They'll be joined by – among other giant "toys" – a Native American chieftain, a huge lion's head, an oversized red shoe, a living creche, a life-sized biplane, a submarine, a celebration of the Chinese New Year and a highly animated rose saluting the Tournament of Roses.

After more than a year's work by designers, artisan welders, mechanics, technicians, painters and pyrotechnicians, some 16,000 eager volunteers will provide the decorative "wrapping" on each of these colorful gifts to the world.

The decorators come from around the country – and the globe – to gather each year at Phoenix Decorating Co.'s two Pasadena float barns for the magical week between Christmas and New Years Day.

Coordinated by such groups as the Kiwanis Club, Donate Life and the Lutheran Petal Pushers, they make the annual trek from northern and southern California, Nevada, Hawaii, Illinois, Massachusetts, Arizona, Oregon, Washington, Colorado, South Carolina, North Carolina, Florida, Iowa, Kansas, New York, Idaho, Wisconsin, Alabama, Texas, Missouri, South Dakota and Connecticut – as well as Jamaica, the Netherlands and Philippines. And these are just the decorators who signed

up by Dec. 1 for the chance to work in the fantasyland where steel, chicken wire, thousands of gallons of glue and about 20 million blossoms are transformed into floral masterpieces that are the reality of the Rose Parade.

They also span the generations, starting with 13 year olds (the minimum allowed age) and stretching to nonagenarians.



A sculpted hot air balloon gets an application of dry organic material (above), while a floragraph picture is coated with glue to adhere herbs, spices, grain and seeds (at left).



Full-blossomed roses are a parade hallmark – and huge quantities of strawflower and fine cut statice (above and left) also are a must in float decorating.

While there are great differences in their ages and the places they call home, it is the similarities that truly define these stalwarts: their endless energy, dedication and the desire to return year after year to do it all over again. Check back in 12 months – it's guaranteed you'll be entertained.

FLOAT DECORATION PHOTO OPS

2 LOCATIONS – 27 FLORAL UNITS – PRIME MEDIA ACCESS

Dec. 15

9 a.m. to 5 p.m.

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

Dec. 26

8 a.m. to 9 p.m.

and

Rosemont Pavilion
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