



Rose Parade Media Update

from

Phoenix Decorating

Rose Parade Float Builder of Choice

Dec. 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

Hats Off to Entertainment

On January 1 – It's Showtime!

With a dramatic doffing of his top hat on January 1, ASIMO, a 49-foot tall replica of **American Honda's** humanoid, will kick-off the 120th Tournament of Roses Parade.

For an event as momentous as a parade themed "Hats Off to Entertainment," there will be a little more involved. The grand gesture will be preceded by a Busby Berkeley-style opening song and dance performance – and build to a crescendo of pyrotechnics and colorful streamers exploding from ASIMO's gentlemanly extended silky black chapeau. The gigantic white figure, with band major's mace in hand, will then lead the 250-member Prairie View A&M Marching Storm Band along the 5.5-mile parade route.

And that's just the opening act! **Trader Joe's** will take viewers to a "Saturday Matinee," featuring a collection of matinee idols from classic western, science fiction and thriller films who have delighted moviegoers for generations. Each of the creatures is wearing 3-D glasses to ensure that parade viewers can "reach out to them" – and possibly even share in some of the popcorn one of the featured characters will offer to the crowd.

Leonardo Da Vinci will reach out to parade viewers, thanks to the highly animated "Entertaining Our Imaginations" float presented by **Western Asset**. Ten of the original renaissance man's innovations are presented on the float – each animated as intended by the master.

The renaissance, modern style, will provide entertainment on the **City of Long Beach** float which will feature members of the town's symphony orchestra and opera company riding a

larger-than-life gondola and performing Rigoletto's *La Donna È Mobile*.

The beat goes on, but with a different tempo, offered by the **City of Alhambra** with its "Salute to the USO," personified by a troupe of 1940s-inspired dancers stepping out alongside the float and its 50-foot-long, 50-star salute to the USA. Families stepping out in style – 1920s style – will be shown entertaining the family with the glories of nature, in an actual 1926 Cadillac Phaeton on the **Farmers Insurance Group** float.

RFD-TV beams programing from the heartland of the country, and offers the sounds of country from its "Hee Haw" float. Keep your eyes on the barn situated on the south 40 (feet) of the float which will burst forth with performers who'll knock your boots off.

If this isn't enough inspiration, the **Lutheran Hour** will lift parade viewers' spirits with a live 16-member choir lending their voices in a rousing declaration of *Hallelujah!* And the **City of Anaheim** will entertain fans with lilting sounds from a gigantic music box – and visions of the city's entertainment attractions.

The parade will offer a veritable multiplex of homages to the movies. The **City of Glendale** honors its iconic Alex Theater, the site of a "Sneak Preview" for countless Hollywood productions.

Bayer Advanced provides a front row seat to classic film with "The Garden of Oz," and its special guest star: a rose that has flown over the rainbow and into the Rose Parade – carried by "Glinda the Good Witch."

Should there be any doubt, we're not in Kansas anymore, Toto – this is beautiful downtown Pasadena.

Happy New Year!



FLOAT DECORATION PHOTO OPS

2 LOCATIONS – 19 FLOATS – PRIME MEDIA ACCESS

Dec. 7, 13 & 20
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