



Rose Parade Media Update from Phoenix Decorating

Rose Parade Float Builder of Choice

Dec. 2009

PHOENIX FLOAT SPONSORS 2009 - 2010

ALHAMBRA
On Track in 2010

AMERICAN HONDA
Ship of Dreams

ANAHEIM
All-Star Dreams

ANHEUSER-BUSCH
Quest for the Best

BAYER ADVANCED GARDEN
We Are the Champions

BOY SCOUTS OF AMERICA
*Celebrating the Adventure
Continuing the Dream*

DONATE LIFE
New Life Rises

FARMERS INSURANCE
Salute to the Bands

GLENDALE
America's Pride

KIWANIS
Above the Rest

LIONS CLUB
Decades of Service

LOS ANGELES
*Celebrate the Arts in
Los Angeles*

LUTHERAN HOUR
*The Ten Commandments
Jesus Fulfilled*

ODD FELLOWS & REBEKAHS
Family First

RFD-TV
FFA Today

RONALD McDONALD
Space Odyssey

**ROTARY ROSE PARADE
FLOAT COMMITTEE**
Service Above the Rest

TOURNAMENT OF ROSES
Theme Banner Float

TRADER JOE'S
Look Ma - No Hands

'2010: A Cut Above the Rest'

Give a Hand to the Parade's Unsung Heroes

Chesley "Sully" Sullenberger, the pilot of U.S. Airways flight 1549, early this year glided his disabled jetliner onto the Hudson River and saved the lives of all 155 aboard. His actions epitomize this year's Rose Parade theme "A Cut Above the Rest" - and have placed him at the front of the procession as the 2010 Grand Marshal.

Gary DiSano, the late Tournament of Roses President, shared several examples of what he saw as being "a cut above" - including "ordinary people doing extraordinary things."

This year's Grand Marshal has found himself in the spotlight and is deservedly called a hero. And, there are thousands of unsung heroes who will work in comparative obscurity as Jan. 1 approaches to help create the parade he will lead.

Some 16,000 people will lend their hands - and give thousands of hours - to decorate the 19 floats created for Phoenix Decorating Company's sponsors for the upcoming parade.

They come from throughout the country and around the globe to create the floral centerpieces of the world's New Year celebration. They range from early teens to octogenarians-plus, and offer novice eagerness as well as years of decorating experience.

Volunteer decorators at Phoenix' Rose Palace location are coordinated by the **Lutheran Petal Pushers** and decorators at the Rosemont Pavilion, the Phoenix location immediately south of the Rose Bowl, are overseen by the **Kiwanis Club**.

Members of these two organizations are a notable part of the decorating group, as are individuals who sign up through the Phoenix website beginning at mid-year. And, it's the employees, associates and community members of float sponsors who swell the ranks to their full gluey-fingered strength.

Residents of the **City of Alhambra** will place carnations on the red car trolley that is the focus of this year's entry, and **Anaheim** citizens will be laying sod and pasting flowers on the field of "All-Star Dreams." An American eagle will soar with "America's Pride" on the **Glendale** float thanks to that city's volunteers.

Boy Scouts of all ranks, including Eagles, and their younger brothers, Cubs, will be adding some zip to "Celebrating the Adventure Continuing the Dream" as the organization commemorates its 100th anniversary.

Donor families and recipients will join in creating the **Donate Life** "New Life Rises" float - and in giving life to 77 floragraph portraits of those touched by organ donation.

Ronald McDonald House Charities supporters will create an out-of-this-world, home-away-from-home "Space Odyssey."

Members of **Rotary, Odd Fellows & Rebekahs, and Lions**

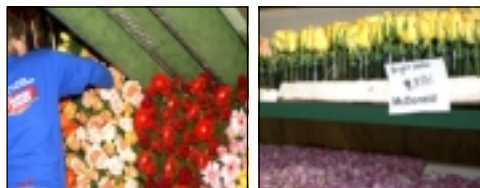
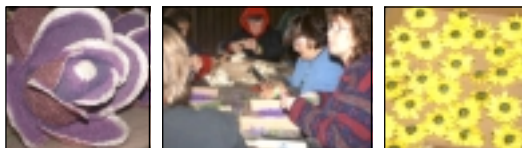
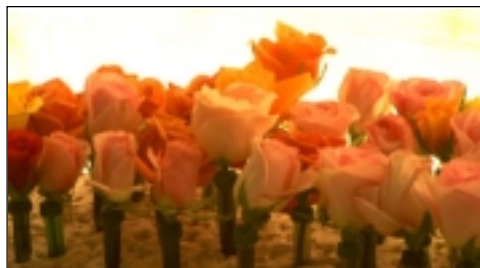
Club will meet at their floats to apply flowers, herbs, spices and fluffy shrubbery.

Farmers Insurance agents, managers and others will fill the tall order of decorating the 55-foot high parade major float that will lead off the 121st Rose Parade with a "Salute to the Bands."

Every state and two territories will be represented as FFA members reap the rewards of covering the **RFD-TV** float with flowers and produce from their home areas.

"Look Ma - All Hands" may be the variant of **Trader Joe's** float theme for employees and their families as they petal the bicycle, motorcycle and various fantastical flying machines that will appear to float above their float.

The Tournament of Roses will undoubtedly again be a cut above - thanks to the multitude of heroes, in the spotlight and behind the scenes.



16,000 volunteers will apply some 20 million blossoms and tons of dry material to the Rose Parade floats being created for Phoenix Decorating Company's 19 sponsors.

FLOAT DECORATION PHOTO OPS 2 LOCATIONS - 19 FLOATS - PRIME MEDIA ACCESS

Dec. 5, 12 & 19
9 a.m. to 5 p.m.

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

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

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