



Rose Parade Media Update

Phoenix Decorating

The Rose Parade Float Builder of Choice

June 2010

PHOENIX FLOAT SPONSORS 2010 - 2011

ALHAMBRA
Building Friendships Across the Pacific

AMERICAN HONDA
TBD

ANHEUSER-BUSCH
TBD

BAYER ADVANCED GARDEN
Camelot

DONATE LIFE
Seize the Day

FARMERS INSURANCE
TBD

GLENDALE
Say Cheese!

KIWANIS
Childrens' Dreams

LIONS CLUB
Back Yard Fun

LOS ANGELES
TBD

LUTHERAN HOUR
What a Friend We Have in Jesus

ODD FELLOWS & REBEKAHS
Underwater Fantasy

RFD-TV
One Nation

ROTARY ROSE PARADE FLOAT COMMITTEE
Building Communities, Bridging Continents

SHRINERS INT'L / SHRINERS HOSPITALS FOR CHILDREN
TBD

TOURNAMENT OF ROSES BANNER FLOAT
Building Dreams Friendships & Memories

TRADER JOE'S
TBD

U.S. BANK
TBD

WESTERN ASSET
TBD

Building Dreams Friendships & Memories

Pencils and welding torches are at work creating floats for the 2011 Rose Parade

With more than six months to go before the January 1, 2011 Rose Parade, building is well under way at Phoenix Decorating Co.

Floats are being designed and built, and the impressive roster that comprises the Phoenix family of float sponsors continues to build.

Joining 16 continuing sponsors are three parade participants returning from a brief hiatus. **Shriners International / Shriners Hospitals for Children, U.S. Bank** and **Western Asset** will once again have Tournament entries created in the Phoenix float barns.

Tournament President Jeff Throop's theme of "Building Dreams Friendships & Memories" is providing the blueprint for the upcoming parade.

Even before Valentine's Day the Phoenix design team was putting pencil to paper to give form to float

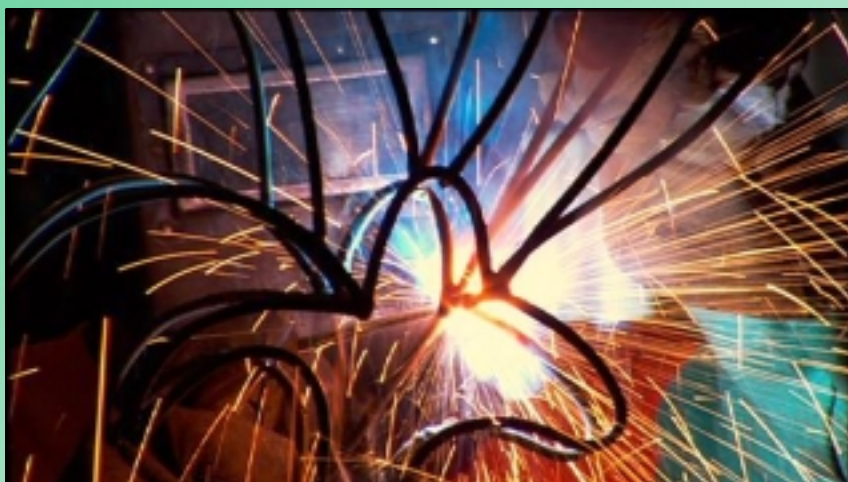
sponsors' dreams. **Bayer Advanced** will offer parade viewers a vision of legendary "Camelot" as larger-than-life knights joust atop a field of roses. The **Rotary Rose Parade Float Committee** will illustrate the group's commitment to "Building Communities, Bridging Continents," represented by a gathering of internationally-styled teddy bears, reinforced by internationally-costumed outwalkers.

"What a Friend We Have in Jesus" will be the **Lutheran Hour** theme, offered in faux stained glass and real roses; **Kiwanis International** will present "Children's Dreams" featuring youngsters in a fantasy garden.

Preserving memories will be the focus of the **City of Glendale** float, when viewers are asked to "Say Cheese!" as they enjoy a snapshot of the past represented by a collection of family photos reproduced as organic "floragraphs." Memories of "Backyard Fun" will be recalled with pride by the

Lions Clubs International as children frolic with their water dog and play on swings hung from the branches of a leonine tree that holds sway over their activities.

Donate Life will soar as wind-borne kites "Seize the Day!" carrying the message of organ



Sparks fly as a Phoenix artisan welder begins to shape the Glendale float for the 2011 Tournament of Roses Parade. Photo by Tor Johansen

and tissue donation. Going to the other end of the spectrum – and our environment – **Odd Fellows and Rebekahs** will take a dive into an "Underwater Fantasy" featuring the colorful depths of the seas.

These floats are just a portion of the program that awaits parade fans, television viewers and members of the international broadcast media who will share the Rose Parade with the world.

And, for those media representatives who will focus the world's attention on Pasadena on Jan. 1, some facts to consider:

- Phoenix Decorating Co. is creating more parade entries than any other builder, with floats available at the only two permanent sites in Pasadena.
- Photo opportunities are available with floats in each of the various construction phases.
- Interviews and sound bites are available with designers, builders, sculptors, art and floral directors. Join us to live the dream of the Rose Parade.



On May 22, 2010 the first road test was held - featuring (from left to right) the Rotary, Odd Fellows & Rebekahs, Kiwanis, Lutheran Hour and Lions entries – the latter two passing like floats in the early morning light.

FLOAT TEST PHOTO OPS

Saturdays
June 19,
July 17 & Aug. 14

7 to 8 a.m.
Rose Palace
835 S. Raymond Ave.,
Pasadena, CA

Contact
Larry Palmer
626-793-3174 or
626-799-5985

Photos directly
above by
Edi Metcalf & Jack Metcalf