



Rose Parade Media Update Phoenix Decorating

The Rose Parade Float Builder of Choice

July 2010

PHOENIX FLOAT SPONSORS 2010 - 2011

ALHAMBRA
*Building Friendships
Across the Pacific*

AMERICAN HONDA
TBD

ANHEUSER-BUSCH
TBD

BAYER ADVANCED
Camelot

DONATE LIFE
Seize the Day!

FARMERS INSURANCE
TBD

GLENDALE
Say Cheese!

KIWANIS
Children's Dreams

LIONS CLUB
Backyard 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

Tournament of Roses Floats Take Dreams to the Ultimate Degree

Carl Sandburg wrote "Nothing happens unless first a dream." When those words flowed from the poet's pen they could easily have been describing the process of creating floats for the Rose Parade.

Each of these floral masterpieces begins as a dream, a wisp of an idea in the mind of a designer. And what flows from the artists' brushes gives life to the 2011 parade theme: "Building Dreams Friendships & Memories."

The team of designers at Phoenix Decorating Co. have been at work for months interpreting the theme – parsing each of its elements, individually and in combination. The results of their creativity span the range of imagination.

Michelle Lofthouse recalls a legendary dream in "Camelot" for **Bayer Advanced**, with a medieval castle as the setting for two much-larger-than life knights to stage their own war of the roses – jousting on a seemingly endless garden of the parade's namesake flower.

She stays in the dream state with **Kiwanis International's** "Children's Dreams," a fanciful garden with mushroom houses, humming birds, lady bugs, dragonflies and, of course, youthful riders.

A group of young friends accompanied by a sculpted version of man's best friend – truly a water dog – unite for "Backyard Fun" on the **Lions Clubs International** float. Look carefully on parade day to see how to make a lion bark.

Michelle's **Lutheran Hour** float offering reflects the religion's vision of the supreme friend in "What a Friend We Have in Jesus," embodied in a floral church with faux stained glass windows.

Building friendship and unity is embodied in the **RFD-TV** float "One Nation," an homage to Native Americans, featuring a 35-foot-tall sculpted representative of the Lower Brulé Sioux tribe – accented by

music and dancing.

Dave Pittman also offers his take on building friendships. The **City of Alhambra's** aptly themed "Building Friendships Across the Pacific" salutes ties with its Asian sister city, with floral balloons hovering above Alhambra, CA, linking with Oriental lanterns shining over Rizhao, China.



The legend of "Camelot" comes to life in Michelle Lofthouse's design for the Bayer Advanced float which will thrill Tournament of Roses Parade viewers in Pasadena and around the world on the morning of Jan. 1, 2011.

He utilizes soaring kites on **Donate Life's** "Seize the Day!" to represent the organ donor group's efforts to lift the hopes of those in need of transplants as they work to build new lives and make new memories.

Memories are at the heart of **Art Aguirre's** design for the **City of Glendale** float, "Say Cheese!" which zooms in on the nostalgic qualities of photographs.

His design for the **Rotary Rose Parade Float Committee's** "Building Communities, Bridging Continents" offers viewers the opportunity to snuggle up with teddy bears from around the world.

Fantasies do come true – on the **Odd Fellows and Rebekahs'** "Underwater Fantasy" float, and for longtime Phoenix Decorating Co. art director **Cynthia McMinimy**, who adds the description "float designer" to her resumé.

And these concepts are just the beginning – there's more to come as the Phoenix Decorating team continues to take Rose Parade dreams to the ultimate degree.

**FLOAT
TEST
PHOTO OPS**

**Saturdays
Aug. 14 &
Sept. 18**

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

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

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