



DECORATING COMPANY

# Rose Parade Media Update from Phoenix Decorating

Setting the Standard for Float Building Sept. 2006

## PHOENIX FLOAT SPONSORS 2006 - 2007

**ALHAMBRA**  
*Circus Comes to Town*

**ANAHEIM**  
*Always Fresh & Never Grows Old*

**AMERICAN HONDA**  
*Once Upon a Time*

**BAYER ADVANCED GARDEN**  
*The Red Carpet of Roses*

**DONATE LIFE**  
*Giving from the Heart*

**FARMERS INSURANCE**  
*Mother Nature*

**GLENDALE**  
*Our Bear Essentials*

**KIWANIS**  
*Together We Can*

**LIFESOURCE WATER**  
*Clean Water*

**LIONS CLUB**  
*Sight First*

**LONG BEACH**  
*A Day on the Bay*

**LOS ANGELES**  
*Building a Future*

**LUTHERAN HOUR**  
*God's Great Nature*

**NATIONAL NOTARY ASSOCIATION**  
*Signed, Sealed and Delivered*

**ODD FELLOWS & REBEKAHS**  
*Ride of a Lifetime*

**OKLAHOMA**  
*A Unique History*

**OPTIMIST INT'L**  
*It's Love*

**RONALD McDONALD HOUSE CHARITIES**  
*Home Sweet Home*

**ST. LOUIS**  
*Discovering Underwater Nature*

**TRADER JOE'S**  
*Discovering the Deep*

**WESTERN ASSET**  
*A Universe of Opportunity*

## Nature Can Be a Moving Force in the Rose Parade

Towering mountains, verdant forests, cascading waterfalls, brilliant sunrise or glowing sunset: no matter how you look at it, nature has the ability to move people.

The challenge for people building entries for the 2007 Rose Parade – themed “Our Good Nature” – is to create floats that can make nature move.

The majority of Phoenix-built floats for the upcoming parade will feature animation of one sort or another.

“Clean Water,” the entry of first-year sponsor **LifeSource Water Systems**, is a prime example.

A gigantic frog will leap nearly 30 feet in the air, and then dart her 8 1/2 foot tongue into water gushing from a garden spigot. While in repose, spying her liquid delight, her eyes will covertly blink open and shut.

To accomplish this satisfying feat requires nearly two tons of neatly hidden hydraulic and electrical systems. The main element (shown in red in the schematic above) is designed to enliven the frog, emulating the amphibian leaping abilities outlined by Mark Twain and recreated annually in Calaveras County.

The LifeSource-sponsored float won't be alone in making parade viewers' hearts jump.

The **City of Alhambra** will invite everyone to join in the excitement when the “Circus Comes to Town,” with a life-sized elephant and calliope. The gigantic pachyderm will move its head up and down, to and fro, while the calliope will spew music and “steam” from its pipes – driven by a much bigger-

than-life “music box” hidden in the heart of the float.

The menagerie populating the **City of Glendale** float will display more than “Our Bear Essentials” as the bear and rabbit swivel their heads surveying the nature surrounding their canoe, as a racoon jumps up and down to attract attention.

The **Ronald McDonald House Charities of Southern California** will have viewers buzzing as sweet-seeking bees swarm around the “Home Sweet Home” the foundation provides for the families of seriously ill children.

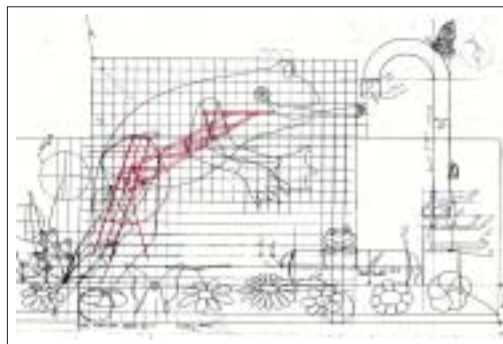
**Oklahoma** will offer parade fans “A Unique History” lesson as the state celebrates its centennial anniversary. In addition to an American Bison, feathered chief's headdress and an oil well, the float will present a huge horse-mounted cowboy, twirling his lasso, ala Oklahoma native Will Rogers. Emphasizing the state's countless man-made lakes a pair of waterfalls (drawn from an 800-gallon tank tucked neatly beneath the center of the float) will cascade from the center of the centennial logo.

Several other floats also will offer water displays – or that appearance. **Trader Joe's** will provide animated schools of fish, offering a lesson on an underwater tableau in “Discovering the Deep.”

**Bayer Advanced** will have a garden goddess fountain with sprinkling can afflow at the front of its incredible floral display, rolling out “The Red Carpet of Roses,” designed to make each viewer (and gardener) feel like a celebrity.

The world-famous team of Clydsdales will do an imitation of the underwater world's largest seahorses, pulling a sunken ship sponsored by the **City of St. Louis**, accented by bubble machines evoking life beneath the waves.

Whether though hydraulics, dynamic design or eye-popping floral decoration – you'll be moved.



*Creating movement on a float requires complex systems. Making the Life Source frog jump and blink entails nearly two tons of hidden apparatus. The main element is shown in red above and will enable the frog to leap up and shoot its tongue 81/2 feet into gushing water.*

### FLOAT TEST PHOTO OPS

Saturdays  
October 7 & 28

Tests are from 7 to 8 a.m.  
835 S. Raymond Ave.,  
Pasadena, CA

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

Phoenix Decorating Co. is ready to meet the media's needs –  
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