



# Float Builder of Choice

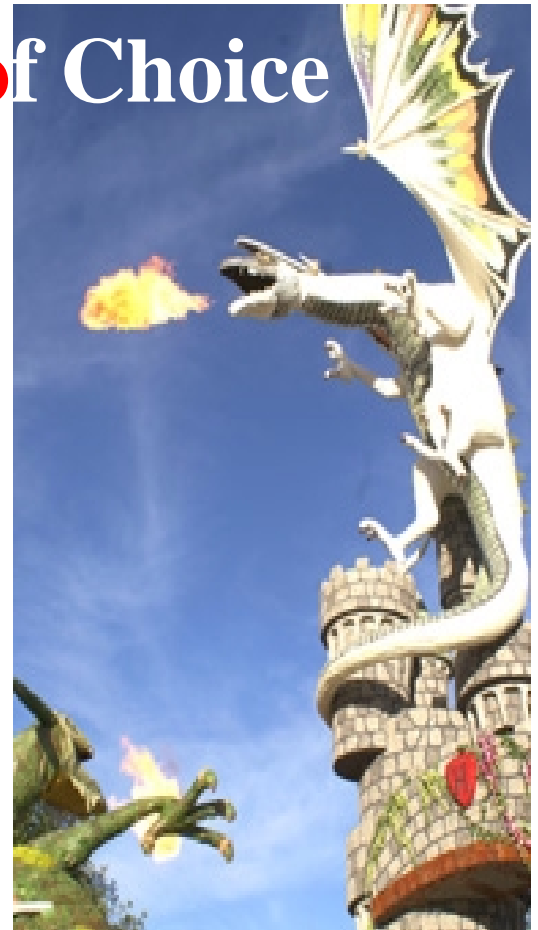
## For a Number of Good Reasons!



Floats in the 2007 Rose Parade **21**



**14** Consecutive wins of the "Extraordinaire" Trophy – the most extraordinary float in the parade



The number of times a Phoenix sponsor's float has led the parade in the past 16 years – an honor bestowed by each year's Tournament President **14**

**13**

Awards won in the 2007 Tournament of Roses – the most of any builder



Awards won in 2007 by Phoenix' Michelle Lofthouse – the most of any float designer

**11**



Designers creating floats for Phoenix – the only company with a design team, ensuring each client gets the float that fits their exact needs. *And*, each designer was a winner in the 2007 parade **3**



# **1** The esteem given to each float sponsor by Phoenix Decorating Co. – The Float Builder of Choice

# ... and Phoenix is #1 With the Media



Media Director Larry Palmer works with the press, presenting information about sponsors and their floats.



National TV documentary makers annually choose the Phoenix float facilities as the "set" for their shows.



Float sponsors find Phoenix float barns an ideal setting for satellite media tours – beaming their image worldwide.

More than 250 media groups visit or broadcast from Phoenix Decorating Company's two Pasadena facilities each year.

These reporters deliver their stories to international, national, regional and hometown outlets.

Media coverage during final preparation runs nearly around the clock with morning, midday, evening and late night broadcasts airing from our facilities – not to mention special satellite media tours which we are happy to coordinate with sponsors. Our web site ([phxdeco.com](http://phxdeco.com)) and 24/7 web cameras receive hundreds of thousands of hits!



Phoenix Decorating facilities become "media villages" as the press covers our sponsors and their floats prior to the parade. Our personnel are committed to enhancing media exposure.



Reporters for regional, national and international television, radio and print media outlets flock to the Phoenix sites to get the most interesting stories for their audiences – detailing our sponsors, their floats and the entire preparation process.