

Floating Along

Rotary Rose Parade Float Committee – USA and Canadian MultiDistrict Project Promoting Rotary International

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This is not a project of Rotary International.

Newsletter #2 of 2011

IN OUR HUMBLE OPINION – THE BEST PR FOR ROTARY INTERNATIONAL!

Our crack staff of researchers (ie. Your editor) has researched the public relations projects that the Rotary International and its members the Rotary clubs around the world have done and has found that the Rotary Rose Parade Float Committee is the only project that has been done each year for over 33 years and which has reached a live and TV viewing audience per year of a minimum of 300 million and as many as 400 million worldwide!

In the 33 years of entering a float promoting Rotary International the float have focused the world's attention on many projects, PolioPlus, literacy, world peace, children mortality, women's rights and understanding between people's of many nations. This year, the float is once again focused on PolioPlus and the "This Close" campaign.

Donations are coming in from clubs and districts but we are only 1/3 of the way to our goal or raising sufficient fund so we have our work cut out for us to continue this important project.

If you would like to become a member of the committee, please contact us at rosefloat@rotaryfloat.org and let us know. Meetings can be attended through Skype or in person and held (usually) the third Wednesday of every month at the University Club in Pasadena starting at 9:30a.m. PDT and lasting a bit more than an hour. Pretty darn good for a committee of Rotarians that has a lot of PDGS!

The construction of the base, forms and painting of the float is completed and a picture of the 2012 float is seen below, awaiting its decorations of flowers and other organic materials. We have six (6) of our sixteen (16) float participants: President Banerjee, Larry Bender of Dt. 5280, Roxanne Nomura of Dt. 5240, Juan Carlos Quiroz-Zolezzi of Dt. 5300, Linda Stouffer of Dt. 5340, Herb Trumpoldt of Dt. 5320 and Vicky Wallace of Dt. 5330. The remaining float participants will be announced on our website where full bios of our float participants can also be viewed.

TRADITIONAL PARADE ROUTE

The Rose Parade begins on Orange Grove Blvd. from the front of the Wrigley Mansion the Home of the Tournament of Roses. Yes, the Wrigley Mansion of chewing gum fame! It proceeds north for a few short blocks and then turns right onto Colorado Blvd. The parade goes for almost 5 miles east on Colorado Blvd. until it reaches Sierra Madre Blvd where it turns north and ends a few blocks later. The floats are driven by drivers who either lie flat or sit and follow the **Rose** line that is painted on the parade route. If you look closely

GREETINGS FROM CHAIR GENE

I am very excited to announce that the RRPFC is entering its 33rd consecutive entry in the 123rd Pasadena Tournament of Roses, Rose Parade. The theme of the Rose Parade is "Just Imagine" and the theme of our float is "Inching Towards the End of Polio" and the design is a colorful and animated Inchworm. The theme and design was chosen to support RI's PolioPlus and the "This Close" campaign.

Our float riders include (for the first time) the RI President and six NID participants and eight NID outwalkers who accompany the float the 5 1/2 mile route. Join with us in supporting this campaign and watch OUR Float on January 2, 2012!

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at the picture below you will see a small viewing box. The area around the box will be covered with flowers and the driver will still be able to drive the float safely and be guided by the rose line. For those of you that are concerned don't worry there are also walking guides who are in constant communication with the drivers to guide them as to when to turn, stop, and go forward. Watch for them when viewing the parade.



A FLOAT "ROTARY MINUTE"

We are all told to have ready at every opportunity "Rotary Minute". One of my favorite "minutes" occurs when I am visiting Old Town Pasadena. OTP is a favorite of tourists visiting So. Calif. Almost without fail, I overhear a conversation where the people are wondering why there is a pink line going down the middle of Colorado Boulevard.

I am proud to tell them "That is not a pink line that is a **ROSE** line! The drivers of the floats in the annual Tournament of Roses, Rose Parade follow the **ROSE** line to insure that they are in the center of the boulevard and proper parade formation.

I know this because I am a member of the Rotary Rose Parade Float Committee which enters a float in the Rose Parade promoting Rotary International and has done so for over 30 years." I also wear, as soon as they are released, the float pin for our float, it also attracts a lot of attention and can be purchased on the website.

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INITIAL HISTORY OF THE PARADE.

The Tournament of Roses got its name after the first "event" in 1889. The young of Pasadena (pop. 4,882) competed in a variety of foot races, tugs of war, jousts, and a tourney of rings. The tourney was an old Spanish game in which mounted horsemen, each carrying a twelve-foot lance, try to spear three rings hung about thirty feet apart while riding at top speed. The tourney of rings, coupled with the display of roses, resulted in

"Tournament of Roses."-----
The Rose Parade has been held every year except during the years of WWII, prior to that President McKinley during the Spanish American War and President Woodrow Wilson during WWI both insisted that the celebration go forward to keep up the spirits of all Americans. --In 1917, the parade went "international" as Yokohama, Japan and Manila, Phillipines entered floats in the parade. --
---- In 1931, Albert Einstein said about the parade: "This was one of the most delightful days I have experienced." So unless you are smarter than Einstein who are you to disagree!



ABOUT OUR WEBSITE AND EMAIL

The latest news about our 2012 Float can be easily obtained at our website www.rotaryfloat.org. Our website has historical information and photographs. If you have additional questions or want more information or even have a suggestion! Please contact us at rosefloat@rotaryfloat.org and we will be happy to answer all emails