



Making A Difference

2018 Float News

2017 Rotary Rose Parade Committee Float wins Princesses Trophy Pictured Right

The 2017 float, designed with the theme “Doing Good in the World”, promoted and celebrated 100 years of The Rotary Foundation. The Foundation empowers Rotarians to travel throughout the world and create and complete projects which serve people within six areas of focus: promoting peace, fighting disease, providing clean water, saving mothers and children, supporting education, and growing local economies. The spectacular and colorful dragon is clearly a world traveler carrying luggage decorated with the six symbols of the areas of focus. The dragon also is proudly wearing a necklace with a medallion marked 100 for the 100 years of service. The Float Committee thanks Phoenix Decorating for the design and Float Chair, PDG Larry Skaggs, District 5300.



2018 Tournament of Roses Theme Announced

On January 19, 2017 the Rotary Rose Parade Float Committee was thrilled to hear Lance Tibbet, President of the Pasadena Tournament of Roses announced “Making a Difference” as the Rose Parade theme to promote recognition of the good work of volunteers. What a perfect blend for a float promoting Rotary and the works of its volunteers!



President Elect Ian Riseley

Two days earlier on January 17, 2017 Rotary International President Elect Ian H.S. Riseley announced to Rotarians at the International Assembly the 2017-2018 Rotary theme “Rotary: Making A Difference”. President Elect Ian explained to attendees that “In Rotary we know we can do more together than what we can do alone...we are united in our common goals...it is

Rotary making a difference to build stronger and more active clubs that serve in better and more lasting ways. It is believing in a Rotary that is recognized for the good work that it does. A Rotary that will continue to grow, to endure, to go from strength to strength - making a difference to our communities, our countries, our world and our souls. This is what we will achieve next year—Rotary Making A Difference.”

For the full video please visit <http://video.rotary.org/AUak/ian-hs-riseley-theme/>.

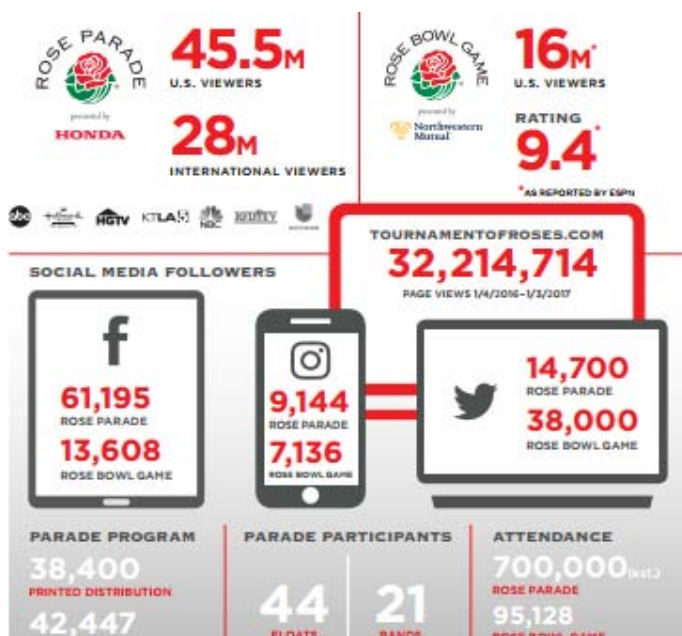
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2018 Rose Parade Theme

This is not a project of Rotary International



Why a Float?

The potential for exposure of the Rotary message and brand on every platform increases exponentially. Help us be a part of this platform - every penny counts.

The Rotary Rose Parade Float Committee float allows us to tell our story and share the vision of our focus, the warmth of our hearts, and the determination and resolve of our spirit to *Make A Difference*.

"When you build a big castle, every little nail counts."

A Rotary story—everything makes a difference



One might not imagine the hardships encountered to obtain an education. It is often difficult to think about these hardships when you are sitting in a warm or air conditioned classroom with the most modern conveniences and technology at our fingertips. This is not the case for all youth. In the picture on the left we see children in the Gorkha village of Nepal huddled under tents determined to get an education. The region was devastated by an earthquake in 2015 and is working to rebuild. Local Rotary clubs donated \$20,000.00 to help rebuild their schools.

In Bangladesh, where water frequently floods the schools, children can be found in boats that float along the river to pick up children in pursuit of an education. Again, Rotarians are happy to raise the money and collaborate to ensure that our youth around the world receive their education despite the ravages, hardships, and conditions that make it difficult. The exposure we receive from all platforms of promotion help us spread the word and raise funds to continue our work in the world.

The Rotary Rose Parade Float Committee prides itself in knowing that every flower, every seedling, every minute, and every penny counts—everything makes a difference and everything moves us closer to our goals. **Thank you for your help to reach 73 million people around the world—every penny you contribute to the float counts!**



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We Need Your Help

WE NEED YOUR HELP NOW to continue our work and to continue to increase awareness of our efforts. Our Rotary Rose Parade Committee float is a chance for **YOU** to recognize and be a part of Rotary's future - each year as millions tune in and see the float.

Our inspiration comes from **YOU**! We thank you for your enthusiasm and support. We thank our sustaining Districts 5300, 5190, 5240, 5280, 5320, 5330, 5340, and 5500, our decorators; and, members of our committee representing over 26 Rotary Districts in the USA and Canada for the hundreds of hours they donate to insure we have a beautiful and successful float.



Every penny counts and there is no gift too big nor too small. Help us continue to promote the Rotary message and

The Float creates **AWARENESS of ROTARY.**

AWARENESS of ROTARY helps membership growth, creates sponsorship opportunities, and volunteer support.

Financial and volunteer support helps
ROTARIANS MAKE A DIFFERENCE.

Visit www.rotaryfloat.org to donate today!

Inquiring Minds

Q: What does a float cost?

A: For a high quality float, design and construction costs vary and generally begin at approximately \$150,000. Costs can be higher or lower depending on sophistication of design, degree of animation and the variety of floral materials.

Q: Who actually builds the float?

A: There are four Tournament of Roses approved float builders. The Committee has chosen to work with Phoenix Decorating.

Q: How long does it take to build a float?

A: The professional float builders begin float construction immediately after the agreement is signed. Construction lasts until late November or early December. The week prior to the parade, in mid-December, dry decorating begins. Volunteers are assembled to apply the natural ingredients to the floats which must be completed by December 31.



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To help support the efforts of the Rotary Rose Parade Float Committee and the work of Rotary in the world, 15% of sales, using promotion code "Float 2018" will get donated to the Rotary Rose Float Parade Committee. There is no better way to give and receive.

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Email artwork to Luanne Arredondo at rotarylu@gmail.com.

Mail payments to: RRPFC, Post Office Box 92502, Pasadena, California 91109-2502

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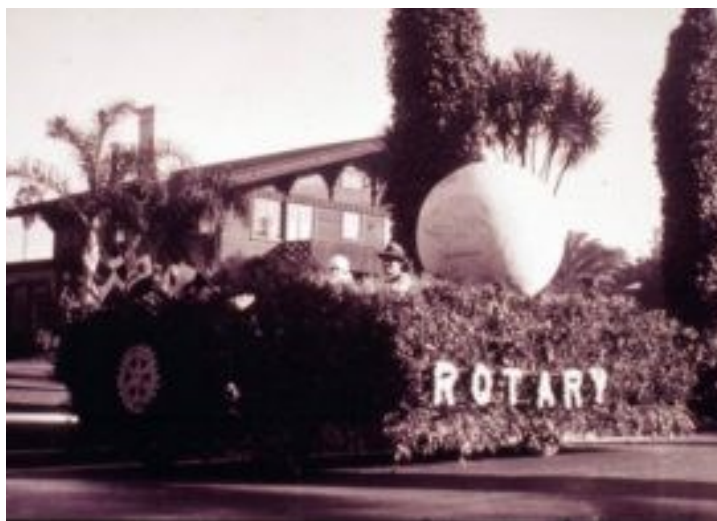
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Rotary Rose Parade Float Committee

While watching the 1978 Pasadena Rose Parade on Television, Jack Gilbert, who was President of the Wilshire Rotary Club, in Los Angeles, California, and subsequently chairman of the Rotary Rose Parade Float Committee, had an idea. Rotary would be celebrating its 75th Anniversary in 1980. Jack believed that by entering a float in the 1980 New Year's Day Rose Parade, Rotary could communicate its message, "Service Above Self" to millions of people worldwide.

Jack shared his vision with other Rotarians, who supported the idea. Seven Governors in Southern California agreed to underwrite the cost of the float and make up any shortfall not covered by Club contributions. Fortunately, the Clubs contributed \$35,000 which covered the full cost of the original float. This first Tournament of Roses experience led to the formation of the Rotary Rose Parade Float Committee which now receives contributions each year from eight Rotary Districts and an additional 700 Individual Rotary Clubs to fund the float. The Committee has entered a float every year since 1980.

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1927 Courtesy of the Tournament of Roses Archives



2017—90 years later

Your 2018 Rotary Rose Float Committee Officers

Chairman	Joe Ramos
Vice—Chairman	Dave Cardenas
Immediate Past Chairman	Larry Skaggs
Treasurer	Greg Jones
Secretary	Luciano DeSylva



Rotary Rose Parade Float Committee



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