



ALTERNATIVE FUEL SOURCE REQUIREMENT FOR ROSE PARADE FLOATS

On January 10, 2014, Richard Chinen, President of the 2015 Tournament of Roses, [announced](#) that all floats entered into the 2015 and subsequent parades are to run on alternative fuel sources. Gasoline and other fossil fueled floats are no longer permitted.

WHY ALTERNATIVE FUEL SOURCES?

Alternative energies are more environmentally friendly as they do not use up natural resources or harm the environment as much as nonrenewable fossil fuels.

Unlike fossil fuels or gasoline, which produce substantial carbon dioxide emissions, alternative energies reduce these emissions. Carbon dioxide emissions negatively contribute to global warming.

EXAMPLES OF APPROVED ALTERNATIVE FUEL SOURCES*

- [Biodiesel](#) – converts biodegradable fats and oils into fuel
- [Compressed Air](#) – air is compressed and released; energy from the expanding air is used to drive pistons that power an engine
- [Ethanol](#) – commonly made from starch in corn kernels; energy comes from using yeast to convert sugar into alcohol
- [Electrical Power](#) – rechargeable batteries, which can be plugged into standard household outlets, power the cars
- [Hydrogen Fuel Cells](#) – hydrogen and oxygen are used to produce electricity in a system similar to a battery
- [Natural Gas](#) – compressed natural gas or liquefied natural gas fuel an engine producing only 5-10 percent of allowable emissions
- [Solar Power](#) – photovoltaic cells are components in solar panels and convert the sun's rays into energy

*A complete list of approved alternative fuel sources can be found at www.tournamentofroses.com/sustainability/alternativefuelsources

CURRENT SUSTAINABILITY EFFORTS

The Pasadena Tournament of Roses Association continuously searches for ways to reduce its environmental impact. Following is information on some current sustainability efforts:

- [Float Barn Lighting](#) – Energy-efficient lighting is installed in two of the four buildings where floats are built.
- [Grandstands](#) – Metal and wood scaffolding materials used to construct the Rose Parade grandstands are reused following deconstruction.
- [Shuttle Programs](#) – Natural gas buses and shuttles transport an average of 15,000 attendees from the Parsons Building parking structure and Old Pasadena to the Rose Bowl Game.
- [Signage](#) – Banners are used for a minimum of four years; removable sponsor adhesives facilitate reuse. Disposable cardboard and paper signage materials are avoided.
- [Water Conservation](#) – The Tournament of Roses works closely with its garden maintenance team to minimize landscape watering. Scalping and over-seeding lawns has been discontinued.

HISTORY and FOUNDED of THE ROSE PARADE

The Rose Parade blossomed out of a promotional effort planted by Pasadena's Valley Hunt Club in the winter of 1890. Club members invited their former East Coast neighbors to enjoy a mid-winter holiday of chariot races, jousting and polo in California's warm winter weather. Pasadena's abundance of fresh flowers, even in January, prompted the Club to add a parade with flower-covered carriages further showcasing the city's charm

ABOUT THE TOURNAMENT OF ROSES ASSOCIATION

The TOR Association is a non-profit volunteer organization dedicated to presenting the Rose Parade and Rose Bowl Game.

ABOUT THE ROSE PARADE PRESENTED BY HONDA "America's New Year Celebration"

The annual Rose Parade falls on January 1st or January 2nd if the first of the month is a Sunday. The parade route follows a five-mile path along Pasadena's Colorado Boulevard. The elaborate flower covered floats feature animation animatronics and natural materials from around the world. Marching bands, equestrian teams and other performers are also featured in the parade.

FOR MORE INFORMATION:

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