



Pasadena Tournament of Roses Association Fact Sheet May 2014

HISTORY and FOUNDING

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.

TOURNAMENT OF ROSES ASSOCIATION

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

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.

ROSE BOWL GAME PRESENTED BY VIZIO

"The Granddaddy of Them All"

The [Rose Bowl Game](#), first played in 1902, is America's oldest and most highly attended college football bowl game. It takes place at the iconic [Rose Bowl Stadium](#) following the conclusion of the Rose Parade.

TOURNAMENT HOUSE

The [Tournament House](#), the transformed Wrigley Mansion, once owned by chewing gum magnate, [William Wrigley, Jr.](#), is the headquarters of the TOR Association.

Today, rooms are used for committee meetings and the [Royal Court](#) dressing room. Other rooms serve as display spaces for pieces of Tournament of Roses memorabilia, trophies of past Rose Bowl Games, and other awards recognizing Grand Marshals, Presidents and Queens and Courts.

TOURNAMENT OF ROSES FOUNDATION

The [Tournament of Roses Foundation](#), a non-profit corporation, was founded in 1983. TOR members, friends, supporters and the general public make contributions to the Foundation, which makes grants to Pasadena non-profit organizations. Foundation funding supports sports and recreation, visual and performing arts and leadership development projects and programs in the Pasadena area. To date, the Foundation has granted over \$2.4 million for diverse projects and programs to more than 150 organizations.

TOURNAMENT SPONSORS

Amadeus Spa, American Airlines, Avis, Citizens Bank, Coca Cola, Disneyland, Farmer's Insurance, FTD, Hallmark Channel, Honda, Jacob Maarse, Kaiser Permanente, LA Times, Lawry's The Prime Rib, Macy's, Marceline's Finest, Mikimoto, Miracle Grow, Nike, Parsons, Passion Growers, Prime Time, Public Storage, Remo, Sharp Seating Company, Taco Bell, Tadashi Shoji, VIZIO, Wells Fargo

EXECUTIVE LEADERSHIP

William B. Flinn, Executive Director

Edward Corey, Chief Operating Officer

Jeffrey J. Allen, Chief Financial Officer

Kevin R. Ash, Chief Administrative Officer – Rose Bowl Game

VOLUNTEERS and COMMITTEES

935 TOR volunteers are assigned to one of 31 committees including:

- Decorating Places
- Equestrian
- Executive
- Float Construction
- Football
- Formation Area
- Music
- Parade Operations
- Post Parade
- Queen and Court

EXECUTIVE COMMITTEE LEADERSHIP

- Richard L. Chinen, President, 2015 Tournament of Roses
- Ira "Mike" Matthiessen, Executive VP (2016 TOR President)
- Brad Ratliff, Treasurer (2017 TOR President)
- Lance M. Tibbet, Secretary (2018 TOR President)
- Gerald K. Freeny, Vice President (2019 TOR President)
- Laura V. Farber, Vice President (2020 TOR President)
- Robert B. Miller, Vice President (2021 TOR President)
- Amy Wainscott, Vice President (2022 TOR President)
- R. Scott Jenkins, Past President
- Jerome Cannon, At-Large
- J. Michael Gin, At-Large
- Barbara Kuntz, At-Large
- Philip V. Orozco, At-Large
- Laurie Stiver, At-Large

ROSE QUEEN and ROYAL COURT

Each year over 1,000 young women from the Pasadena area, ages 17-21, try out to be a member of the [Royal Court](#). Seven young women are chosen and one of them is selected to be the Rose Queen. The Royal Court attends about 150 events during the months of October to January leading up to the memorable ride on Parade Day, January 1st.

WORLDWIDE REACH

Roughly 700,000 people line Colorado Boulevard to watch the Parade.

The Parade is broadcast in nearly 150 countries in over 20 languages to approximately 47 million television viewers in the US and 28 million viewers internationally. The 2013 parade was also streamed on Xbox Live

AWARDS and HONORS

2010 – International Festivals and Events Association (IFEA) Haas Wilkerson Pinnacle Awards (Gold, Best Full-Length TV Program (national); Best Cover Design - 2010 Citi BCS National Championship Game Official Souvenir Program).

2009 – Los Angeles Area Governors Award; Academy of Television Arts & Sciences (honoring 6 decades of broadcasting achievements)

The Rose Parade is consistently ranked as one of America's must-see parades. The TOR Association also awards various [honors](#) and recognitions to various floats each year.