



FOR IMMEDIATE RELEASE
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**PASADENA TOURNAMENT OF ROSES PRESIDENT TO ANNOUNCE ALTERNATIVE FUEL REQUIREMENT
FOR ALL FLOATS IN 2015 PARADE**
New Policy to Go Into Effect for 2015 Parade Participants and Future New Year's Day Parades

PASADENA, Calif. – The President of the 126th Tournament of Roses Parade [Richard Chinen](#), alongside parade [Grand Marshall](#) Ellen Degeneres and the [Royal Court](#), is set to announce a new alternative fuel requirement for all floats participating in the 2015 parade at a press conference **Friday, January 10th at 10:30 AM** at the [Tournament House](#), 391 South Orange Grove Boulevard, Pasadena, California 91184.

The announcement comes roughly 10 days after the conclusion of the [125th Parade](#) and will also be Chinen first public announcement after the announcement of his Parade's theme, [Inspiring Stories](#). The policy will go into effect for the first time in the coming Parade on January 1, 2015 and will be in place for future Parades as well.

WHO:

RICHARD CHINEN, 2015 TOURNAMENT OF ROSES PRESIDENT
ELLEN DEGENERES, 2015 PARADE GRAND MARSHALL
2015 TOURNAMENT OF ROSES ROSE QUEEN AND ROYAL COURT

WHAT:

ANNOUNCING NEW ALTERNATE REQUIREMENT FOR ALL FLOATS IN 2015 AND SUBSEQUENT PARADES

WHEN:

FRIDAY, JANUARY 10TH AT 10:30 AM

WHERE:

TOURNAMENT HOUSE
391 SOUTH ORANGE GROVE BOULEVARD
PASADENA, CALIFORNIA 91184

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