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PRESIDENT OF TOURNAMENT OF ROSES ANNOUNCES ALTERNATIVE FUEL REQUIREMENT FOR FLOATS
Tournament of Roses Bans Gasoline Powered Floats

PASADENA, Calif. – At a press conference held this morning at the Pasadena Tournament of Roses [Tournament House](#), the President of the 2015 Tournament of Roses (TOR) [Richard Chinen](#) announced that all floats participating in the 2015 and future parades must be powered by solar energy or by another type of zero emission fuel, thus banning traditional gasoline powered floats from the Parade.

In an effort to make the 2015 Rose Parade the most environmentally friendly parade in the TOR's [126 year](#) history, all floats must be fueled by an alternative fuel source other than gasoline. So far 27 floats are signed up to participate in the five-mile Parade through Pasadena and this new alternative fuel requirement will greatly reduce the Parade's carbon footprint. This policy is set to go into effect for the 2015 Parade, which will take place on January 1, 2015 and all future Rose Parades.

"The Tournament of Roses has a long standing history in Pasadena as a leader in environmental awareness. For over 125 years all floats have had to be covered in 100 percent natural materials, so it is fitting that now all floats must also run on natural or renewable energy," said Parade President Chinen.

"To encourage float builders to create the most sustainable floats possible, a new award will be presented to the float with the smallest environmental impact. The [TOR Sustainability Committee](#) will review float documentation of building conditions, materials and fuel sources to determine which float has the overall smallest carbon footprint from the time of its construction to the time it concludes the Parade route and is deconstructed," said Chinen.

The policy comes as a result of a continued effort on behalf of the TOR to move toward a more environmentally friendly Parade and organization. The TOR has already made efforts to reduce its carbon footprint by using reusable wood and metal to construct the [Grandstands](#) for Parade viewing, donating floral and non-perishable items to senior citizen centers and homeless shelters following the Parade, using an [electrical grid](#) to power the majority of the Rose Parade rather than traditional diesel generators and implementing several [strategies](#) to save energy and water at the TOR office.

Organizations who wish to apply for a float permit to enter a float in the Parade must submit the application form found [here](#) by January 31, 2014. More information on the 2015 Rose Parade and the

TOR's sustainability efforts can be found by visiting the [Sustainability Efforts](#) page on the TOR website or by calling (626) 449-4100.

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