

May 8, 2015

Eric Liskey
Better Homes and Gardens
1716 Locust St.
Des Moines, IA 50309

Dear Eric,

Have you ever wondered how you move 18 million flowers, 600 tons of steel, 5,000 gallons of glue, 10,000 feet of chicken wire and the products of 80,000 hours of manpower?

On January 1, 2015, the 935 volunteers of the Pasadena Tournament of Roses will show the world the greener side of the internationally recognized Rose Parade. Richard Chinen, President of the 2015 Rose Parade, just announced that alternative energy sources are to power all floats in the 2015 and future parades. Compared to traditional gasoline-powered floats, the alternative fuel sources that will be used to power this year's Parade will enable the 2015 Rose Parade to have the lowest economic impact of modern Rose Parades.

This newly seeded requirement has its roots in the Tournament of Roses growing sustainability efforts. An already rooted float requirement is that all float exteriors must be completely covered in natural materials. At the Tournament, we recognize that the most a flower's true beauty stems from its roots to its petals. Since all floats have to be "green" on the outside, why not make them go green on the inside, too?

This Saturday, May 10th, each of the head float designers and decorators will be at the Tournament House, the Tournament of Roses Headquarters, in Pasadena. Guests and flower enthusiasts are invited to attend, as each float team will be presenting their environmentally friendly float designs.

Karen Wolford, this year's Float Decoration Sustainability Chair and representatives from Jacob Maarse Florists, one of the Tournament sponsors, will be on hand giving their expert advice on how to grow a blossoming garden with water, energy and cost efficient gardening techniques – information particularly useful to Southern California residents.

Karen will also be available after the presentation to further discuss the Tournament's decision to require alternative fuel sources to power the floats and the already in-place sustainability efforts.

I'll be in touch soon to discuss a possible interview. I look forward to speaking with you. Thank you.

Sincerely,
Kimberly Ostiller

Kimberly Ostiller
Director of Public Relations
Tournament of Roses