



Alternative Fuel Requirement for Rose Parade Floats Speech

- Good morning everyone and thank you for being here. My name is Richard Chinen and I am the 2015 President of the Tournament of Roses.
- The Tournament of Roses has been a part of Pasadena's history for the past 126 years and the Rose Parade is a New Year's celebration known around the world.
- Every year on January 1st, all eyes are on Pasadena. It is because of this worldwide spotlight, that the Tournament of Roses strives to be a model of **celebration, innovation** and now, **sustainability**.
- The Tournament of Roses has made several conscious decisions in recent years to decrease the economic impact of the Rose Parade and Rose Bowl Game. For example...
- We have diverted waste from landfills by stationing more than 100 volunteers and 500 recycling receptacles inside of Rose Bowl Stadium, reusing the wood and metal scaffolding used to create the Grandstands, and donating flower arrangements and non-perishable food items to local senior citizen centers and homeless shelters.
- Additionally, energy efficient lighting has been installed in the barns where floats are constructed as well as at our Tournament House headquarters.
- Parade and Game goers are encouraged to take public transportation and carpool.
- These various measures have helped the Tournament of Roses decrease its carbon footprint, but today, the Tournament is taking another large step forward in its quest to host the most sustainable New Year's Day parade.
- After thoughtful research investigations and committee discussions, I am proud to announce that the for **2015 Rose Parade** and **all future Rose Parades, all floats will be required to be powered by alternative fuel sources** and the **use of traditional fossil fuels, such as gasoline, is no longer allowed**. [hold for applause]
- 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.
- 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 Tournament of Roses 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.

- The Tournament of Roses Executive Committee, 935 volunteers and I are hopeful for the positive impact this decision will have on Pasadena and hope it inspires other local organizations to reevaluate their environmental impacts as well.
- This **landmark requirement** is one of the largest changes that has been made to the Rose Parade since it began back in 1890, but we are confident in our decision and know that moving the Tournament of Roses Association in this direction is the right choice as head into the next 125 years of Rose Parades.
- Thank you again for joining us here this morning. I will now take questions about the **alternative fuel requirement for Rose Parade floats**.