

THE ROSE

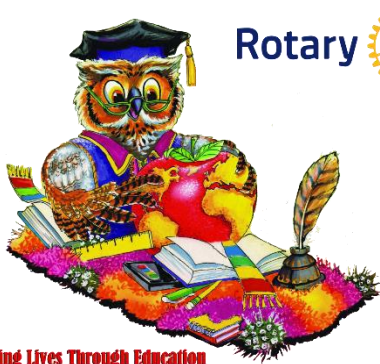


JULY 2021

NEWS OF THE ROTARY ROSE PARADE FLOAT COMMITTEE

2022 Rotary Rose Parade Committee Float Theme: Changing Lives Through Education

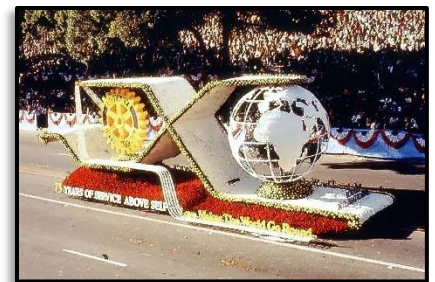
Welcome to the Rotary Rose Parade Float Committee's Newsletter, where we will be giving you updates on our efforts to bring to life our 2022 Float.



The 2022 Rose Parade marks the 42nd consecutive year the RRPFC has spearheaded Rotary's representation in America's New Year Celebration. This year's theme, "Changing Lives Through Education," aligns with one of Rotary's seven areas of focus, Basic Education and Literacy. A sixteen-foot-tall owl embodies both the spirit of self-improvement and Rotary's determination to make the tools of education available to everyone in every land. Books, a quill pen and a hybrid apple/globe symbolize the importance of education throughout the world. This year we will also be focusing on having our Parade participants represent their efforts in advancing education through Rotary and we will be spotlighting these individuals in upcoming newsletters.

History

While watching the 1978 Pasadena Rose Parade on Television, Jack Gilbert, who was President of the Wilshire Rotary Club, in Los Angeles, California, and subsequently chairman of the Rotary Rose Parade Float Committee, had an idea. Rotary would be celebrating its 75th Anniversary in 1980. Jack believed that by entering a float in the 1980 New Day Rose Parade, Rotary could communicate its message, "Service Above Self" to millions of people worldwide.



1980 Float



Jack shared his vision with other Rotarians, who supported the idea. Seven Governors in Southern California agreed to underwrite the cost of the float and make up any shortfall not covered by Club contributions. Fortunately, the Clubs contributed \$35,000 which covered the full cost of the original float. This first Tournament of Roses experience led to the formation of the Rotary Rose Parade Float Committee which now receives contributions each year from approximately 8 Rotary Districts and an additional 700 Individual Rotary Clubs to fund the float. The Committee has entered a float every year since 1980.

How can you participate?

- Visit our website for opportunities and merchandise
- Sign up to be a Walker or Rider
- Request a club program on the Rotary Rose Parade Float
- Become an Ambassador and represent us in your area
- Join us for the various events we have scheduled
- Help us float the Float by contributing as we promote Rotary to an international audience

From the Chair . . .



[HTTPS://ROTARYFLOAT.ORG](https://rotaryfloat.org)



Bob Duistermars
Chair, 2022 Rotary Rose
Parade Float Committee

The Rose Parade celebrates the dawning of a new year, and with it, the undeniable sense that new ideas bring new beginnings and fresh opportunities as humanity closes one chapter and begins another. In many ways these same concepts define Rotary to the world. The feeling that new ideas and fresh opportunities can make the world a better place has inspired Rotarians to serve for the last 116 years. The Rose Parade is a great place to tell the world that Rotary is here to help, and the Rose Parade Float Committee is committed to sharing this message of hope. Please enjoy this newsletter and thank you all for your help.



**Interested in helping us decorate
this year's Float?**

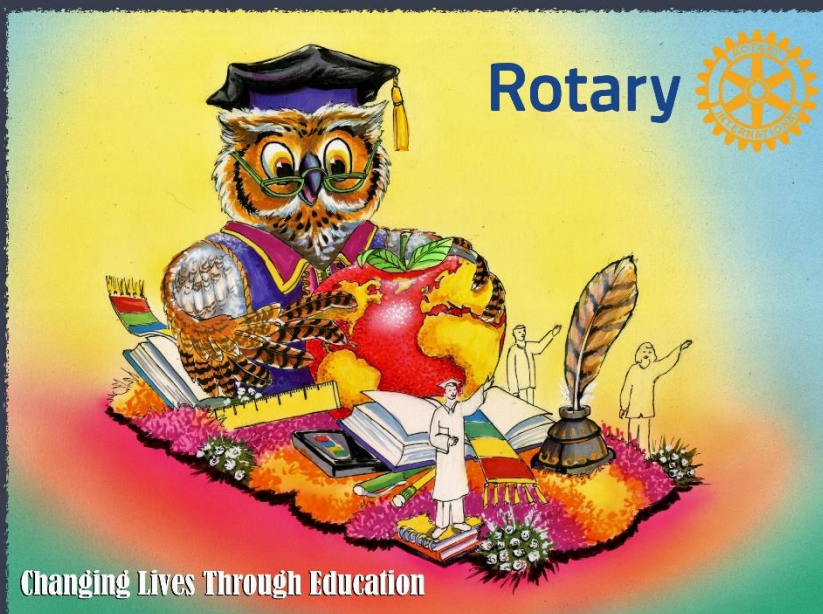
Signups open on
Saturday September 4, at 8:20am PDT

<https://rotaryfloat.org/decorator-signups/>

BECOME A ROTARY ROSE PARADE FLOAT AMBASSADOR

Interested in being an integral part of the Rotary Rose Parade Float Committee to build the brand of Rotary International?

We are looking for people interested in representing us in their clubs and Rotary Districts as Ambassadors.



By Raising \$500 Ambassadors Receive a Rotary Rose Parade Float Committee:

- Custom Ambassador Jacket
- Committee Hat
- Float Theme Pin
- Theme Float Patch
- Ambassador Name Badge
- Entry into a drawing for a Float Rider Spot in the Parade

*This is a project of the Rotary Rose Parade Float Committee



Limited to 100 Ambassadors and spots are filling fast!

Contact Wade Nomura
wade@wadenomura.com



Visit our website via Flowcode! New to Flowcode? There is no app needed to scan a Flowcode! Anyone can scan a Flowcode using just the camera on their smartphone or smartpad. Aim your camera at the code and tap the notification banner when it appears. (This step is not necessary for newer phones.) If you are farther away from the code, you may need to zoom in a bit to focus on the code. Give it a try!



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