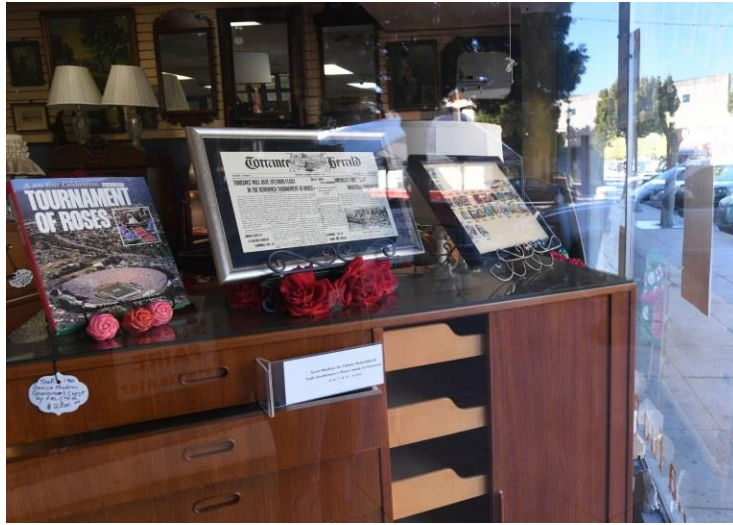




Torrance Rose Float Association

February 2021



The Torrance Rose Float Association has created a scavenger hunt dubbed the Rose Float Stroll with pictures of all 52 city floats over the decades in different Old Torrance store windows. The main display, created by the Torrance Historical Society and Torrance Rose Float Association, is at Street Faire Antiques in Torrance.

(Photo by Brittany Murray, Press-Telegram/SCNG)

PRESIDENT'S MESSAGE

Congratulations to our 2020 Board of Directors on a job well done. Mayor Furey installed our 2021 Board at our February meeting via zoom. We enjoyed having John La Rock our new Community Services Director in attendance. I am honored to serve you again as this year's President. We still have two board positions that remain unfilled. If you or anyone you know would be interested in serving on our board, we need a Director of Marketing and a Director of Publicity. Please contact me if you are interested. The new board is excited about delivering another incredible entry into the 2022 Tournament of Roses Parade. We will be carrying over the design we had chosen for last year for our 2022 float. Your help is needed to make this year a success. Our membership drive is important because we need funds to move forward with the next steps in making our 2022 float a reality. Even though the City supports us we still need donations from businesses and individuals to insure we have the funds necessary to cover the costs.

Remember that volunteers are needed for all sorts of tasks all year long. Share your talents with TRFA to help in areas of fundraising, social media, and event planning and we will have a great 2021.

Bev



AMAZON SMILE AND TRFA!

Staying at home and ordering things on line? Shopping on Amazon? You can support TRFA. Bookmark this link and all your eligible shopping Torrance Rose Float Association. It's will benefit that easy! <https://smile.amazon.com/ch/37-1647454>



1000 printed business cards and 2 tee shirts –
Dawn & Dakota Hamilton

Alaskan gold nugget –
Arlene Ikemoto

Metal Rose sculpture –
Fred Klein

\$25.00 gift certificate to South Bay Brewing Supply
Co.- Laura McCleary

Gift certificate to The DropOut Cyclery for bike
service – Sue Stranger

\$25.00 Tortilla Cantina gift certificate –
Lisa Terlazzo

Thank you to everyone who participated in our
Rose Float Stroll Scavenger Hunt. Congratulations
to our Scavenger Hunt Winners!

Sweatshirt and 2 tee shirts –
Tom Lowe

\$25.00 Chado gift certificate and tea –
Jaimie Calhoun

\$25.00 Amex gift card –
Nancy Ozolins

\$25.00 Amex gift card –
Karen Miller

\$50.00 Madre gift card –
Tim Posin

\$25.00 Target Card –
Christy Lynch

Fox Drug gift bag –
Debbie Perry

Leather and pearl necklace –
Patricia Wiseman

\$25.00 Jaunts gift card –
Michelle Riser

1lb See's Candy –
Jarod & Joyce Stout

Puzzle –
Heather Cox

Spa Samples and \$10.00 Torrance Bakery gift card
– Aaron Baker



TRFA would like to thank the Downtown Torrance
Merchants who made our Rose Float Stroll
possible:

**AAA Upholstery, APT Skate Shop,
Black Raven Tattoo, Bo's Cigar Lounge,
Chado Tea Room, Dunn & Associates,
Farmers Insurance- Tom Forsythe
Farmers Insurance- Daniel Petty, Fox Drug
Gold Mart Jewelry, Jaunts,
Joseph Pittera Attorney,
My Doll's House, Organically at Your Best,
RW Prints, Sartori Jewelry and Loan,
South Bay Brewing Supply Co.,
Street Faire Antiques, The Dropout Cyclery
Tortilla Cantina, Torrance Bakery,
Torrance Community Credit Union,
Torrance Flower Shop**

COMMENTS FROM SOME OF OUR WINNERS.

Congratulations on such a great event. We live in Sunland, about 40 minutes from Torrance, and the scavenger hunt across Torrance's Rose Bowl parade float entries sounded so engaging that we drove specifically to explore it and walk the route you/your team had designed. We ran into a number of others also working through the scavenger hunt that afternoon, and we all thoroughly enjoyed ourselves across the route for a few hours. Not an easy feat in a pandemic—and, we also learned a lot about the floats themselves, the tradition of excellence embraced by the people designing and executing the Torrance floats, and the dedication to community spirit evident in your absolutely engaging scavenger hunt itself. We learned a lot about Torrance that day.

So... a *big* thank-you, from a great many people, for finding a way to bring that spirit to all of us. It was a truly magical afternoon.

Kim Posin

I am really excited as I had such a fun day walking around Torrance looking for all the photos. I actually did it on Christmas Day so that I would have something to do and not have to worry about being around too many people. Like many others I have been sticking close to my apt for almost a year now, not having any contact with friends so was really dreading the Holidays. I was so happy when I heard about your scavenger hunt and knew that it was something that I just had to do. All the pictures were spectacular and really gave me a new perspective on the traditions of the Rose Float.

Lisa Terlazzo

Dakota and I had fun seeing all the floats and I was able to show him the floats I had worked in over the years.

Dawn Hamilton

Thank you for putting the scavenger hunt together!! I look forward the rose parade every year and have even helped with the floats some years. I was really excited to find out Torrance still made it special.

Michelle Kiser

LOVE FLOWERS? OUR FUNDRAISER IS BACK!



Go to torrancerosefloat.org

And view our spring flower fundraiser!





Fair Trade Shopping to benefit
Torrance Rose Float Association

Shop for handmade fair trade gifts at Ten Thousand Villages and they will donate 15% of your entire purchase to our group

Torrance Rose Float Association would like to invite you shop at:

Ten Thousand Villages Redondo Beach 1907 S Catalina Ave Redondo Beach 7 days a week 11 am – 5pm	Ten Thousand Villages Crafted at Port of LA 112 E 22nd St San Pedro Weekends 12pm – 6pm
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Or shop online 24/7 at

www.tenthousandvillagesredondo.com

Make sure to mention Torrance Rose Float Association at checkout!



**RESTAURANTS FOR ROSES IS
 BACK!**

Black Bear Diner

BLACK BEAR DINER

YOU DINE. WE EARN.

Dine In • Carryout • Delivery*

Support
Torrance Rose Float Association

Wednesday, March 3rd

All Day
 Torrance

Present this code or enter the 9-digit number online at BlackBearDiner.com to credit this organization.



Ask your server to use the barcode to have 10% of your check donated to the organization listed. For online orders through BlackBearDiner.com, enter the 9-digit code under Coupon Code at checkout.

*Delivery orders must be placed through BlackBearDiner.com.

CONTACT INFO

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Website: www.torrancerosefloat.org

Facebook: <https://www.facebook.com/torrancerosefloatassociation/>

Twitter: @RoseFloat



2021 is the 50th Anniversary of the Torrance Rose Float Association! If you have any memories or ideas for a celebration that you would like to share contact us at one of the sites above. We would love to hear from you!



1914 Torrance Herald and collection of TRFA Pins.