



Torrance Rose Float Association

Newsletter

April 2023

President's Message

It's spring, and we are excited to be part of the Cherry Blossom Festival at Columbia Park Sunday, March 31st. We hope to see you there.

I would like to welcome our new board members Bruce Arnheim, Charlene Lee, and Laura MacMorrand.

I would like to thank all of the students that turned on their design concepts for our 2024 float. At our March board meeting, the Board of Directors and Tim Estes of Fiesta Parade Floats reviewed all of the entries. The final design concept will be presented to the City Council's Citizens Enrichment and Development Committee to review the design. After their approval, it will be presented to the full City Council for final approval. Once approved the contest winner will be announced. We are extremely excited and are gearing up to create another award-winning float.

There are eight seats on our float for riders, one of which is for our design concept contest winner. If riding on our city float in the Tournament of Roses Parade is on your bucket list this is your opportunity. Please don't hesitate and request your seat now! Request forms may be found on the Torrance Rose Float website at torrancerosefloat.org.

Please be sure to check out our website for our current events, including Restaurants for Roses.

Wishing everyone a wonderful spring filled with good health. We look forward to seeing you all soon.

Bev

FUNDRAISER

BRING THIS FLYER TO SUPPORT



WEDNESDAY APR 5TH

**Captain Kidds will donate
15% of your entire purchase to support
TORRANCE ROSE FLOAT ASSOCIATION**

209 N Harbor Drive
Redondo Beach, CA, 90277
310.372.7703
Open daily 10am to close

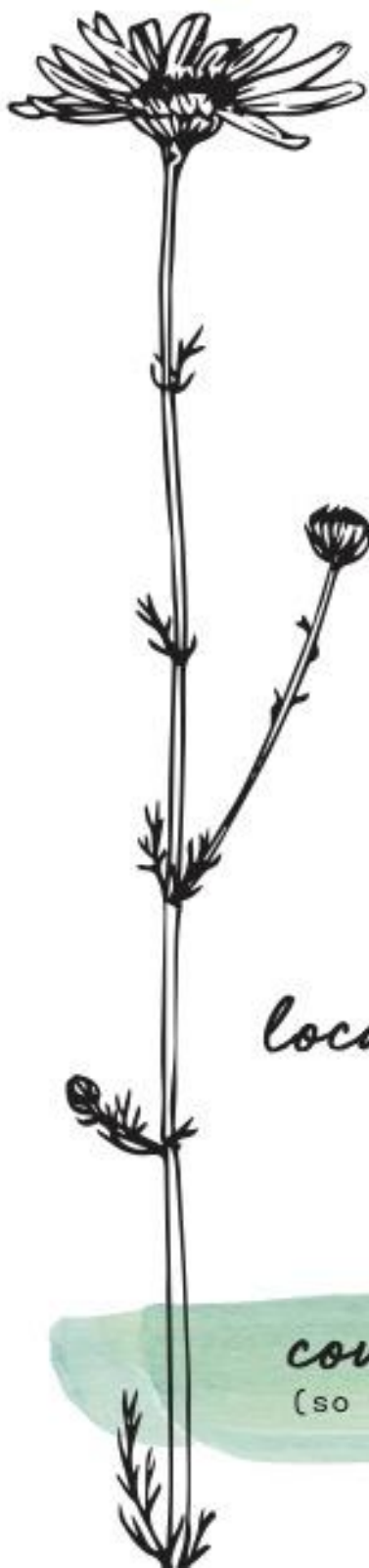
WWW.CAPTAINKIDDS.COM





FUNDRAISER

Rose Float Association



Invites you to join them in a
virtual fundraiser

by ordering a meal online from Lazy Dog.

Just visit Lazydogrestaurants.com, select the participating location noted below, enter the coupon code at the bottom, and 15% of your total bill will be donated back to the organization. Want to dine in? Print this flyer and give it to your server.

Here's when, how and where to order from so the organization gets credit for your order:

date: April 19, 2023

time: All Day

location: Lazy Dog Restaurant + Bar

3525 W Carson St

Torrance, CA 9050

coupon code
(so we can track it)

02RFA

A Brief History of the City of Torrance Rose Float

By
Lynn
Robinson

The City of Torrance had its first float in the Tournament of Roses Parade in 1914. The float titled "Industry" was built by local tradesmen. Our next floats 1947 "Admission Day" and 1948 "The Friendship Train" were sponsored by the Torrance 20-30 Club and built locally. The City did not have floats from 1949 to 1957.

Torrance returned to the parade in 1958 and had floats every year through 1966. These floats were sponsored by Torrance 20-30 Club or the Chamber of Commerce. The records from this period are very few. The floats were built by Isabel Coleman.

In 1967 Tournament asked Torrance to give up our place in the parade for an international float. It was only 1 of 2 years we have not been in the parade since 1958.

In 1968 and 1969 our floats were again sponsored by Torrance 20-30 Club or the Chamber of Commerce. The floats were built by Isabel Coleman.

The Torrance 20-30 Club or the Chamber of Commerce again sponsored the 1970 and 1971 floats. These floats were built by Herrin-Preston.

In 1971 the City of Torrance formed a committee to form a Rose Float Association to take on the task of managing the float. The association held its first meeting in October of 1971.

TRFA's floats from 1972 to 1987 were built by C.E. Bent and Son. In 1988, TRFA began our relationship with Fiesta Parade Floats. Fiesta has built our float every year except 2021 when the parade was cancelled due to Covid. They have done a fantastic job for us. Twenty-four of those floats have won awards. Our 2023 float won the President's Trophy the equivalent of second place in the parade. TRFA and Fiesta Parade Floats have started plans for our 2024 float number 68 for Torrance.

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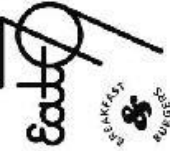
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BURGERS

Torrance Rose Float Association

Presents a fundraiser hosted by
EAT FANTASTIC - N Torrance

3605 Artesia Blvd
Torrance, CA 90504

Wednesday, May 3, 2023
7am - 10pm

Walk-ins and Phone orders
No online orders, Doordash, Postmates, Etc.

Present this flier and 20% of your purchase will support
Torrance Rose Float Association





Torrance Rose Float
Association
4733 Torrance Blvd, #234
Torrance CA 90503



CONTACT INFO

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Website: www.torrancerosefloat.org

Facebook:

www.facebook.com/torrancerosefloatassociation/

Twitter: @RoseFloat