



Torrance Rose Float Association Newsletter

July 2023

President's Message

Due to a scheduling conflict, we were unable to announce the float design contest winner to the City Council on June 6th and see the beautiful rendering of our 2024 float. The design will be revealed at the July 11th City Council meeting. We are excited to share this beautiful design with our city. Thank you to all the talented students that submitted beautiful design concept entries.

TRFA will have a booth at the 16th Annual Rock Around the Block event on July 20th, from 5pm – 8pm. It will be held in front of the Torrance Historical Society & Museum, 1345 Post Avenue, Torrance, CA 90501. Enjoy the vintage car show, 50's music, hula hoop and bubble gum blowin' contests, 50's music and much more. Please stop by for some fun.

I look forward to seeing all of you at our various Restaurants for Roses.

Bev

ROSE PARADE GRANDSTAND SEAT PACKAGE

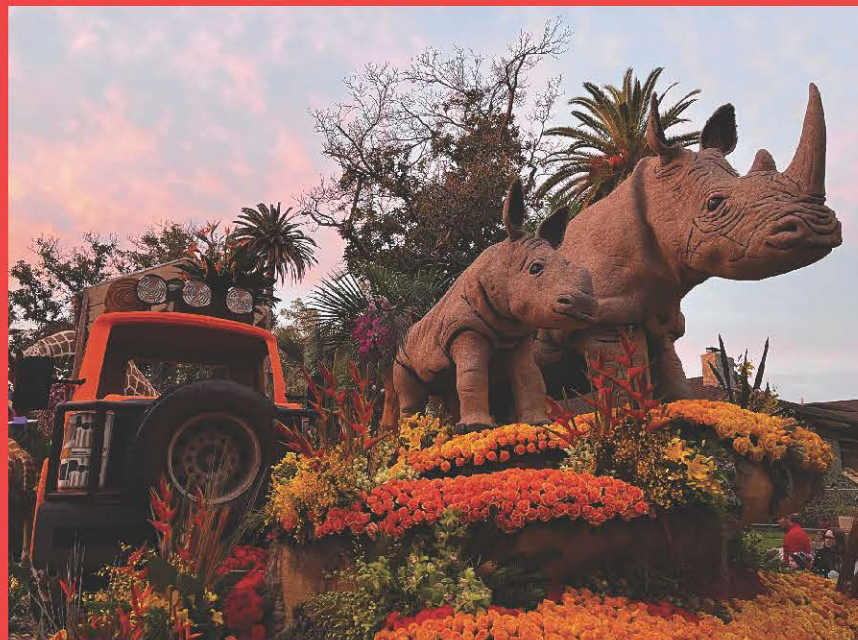
Includes

- One Camera-Side Reserved Seat
- Hassle-Free Bus Transportation from Torrance to Pasadena and back to Torrance
- 2024 Souvenir Program
- Water

**ONLY 50 TICKETS
GUARENTEED AVAILABLE**

**PRE-SALE TO MEMBERS
6/24/23 THRU 9/15/23**

\$150 PER TICKET



What Is It Like to Ride on the Rose Float?

Riding on the 2023 float was a thrilling experience filled with goodwill, wonder, and lots of gratitude to the people who make the visually spectacular parade possible. By chance, I picked up the Torrance Rose Float Assoc.'s newsletter at the Southeast Library & found out they sold seats.



When I asked about riding on the float, I thought the experience was limited to the parade. Little did I know there was much, much, MORE! Each rider can bring three guests to Fiesta Parade Floats' Preview Night. We didn't know what to expect and were so pleasantly surprised by the dozen floats under construction.



In addition, each rider also attends Judging Day. As you guessed, Judging Day is when the finished floats are judged. A group of blue-blazered officials holding clipboards take notes and score the float.

That morning, all eight float riders rode in a limo to Fiesta's warehouse. Once the Torrance float was judged, the group migrated to the next float. The State of Louisiana's float happened to be built by Fiesta. It was a gorgeous riverboat, featuring country singer Lainey Wilson. She and her band put on a mini-concert.

Parade day was super exciting. Just like Judging Day, we rode in a limo to the parade route early in the morning. The unexpected treat was seeing other float companies' floats before dawn. We saw how remarkable each one was. The actual ride felt exhilarating. Wishing strangers good tidings for the new year and receiving the same started the year off with joy, hope, and positive vibes.





Torrance Rose Float Association

FLOAT RIDER INFORMATION

First Name: _____

Middle Initial: _____

Last Name: _____

Date of Birth (mm/dd/yyyy): _____

Address: _____

Phone: _____ Cell Phone: _____

Email: _____

Emergency Contact: _____

Emergency Contact Phone Number: _____

This information will only be shown to the TRFA executive board members who require Float Rider information and no other members of TRFA. It may be shared with Fiesta Parade Floats and/or the Pasadena Tournament of Roses for their official use upon request.

For TRFA use only

Check number _____

Amount _____

Date _____



**ONE FREE ROSE FLOAT
FLOWER VIAL WITH EVERY
2023-2024 MEMBERSHIP
now thru Aug. 31st**

*Torrance Rose
Float Association*



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TORRANCE ROSE FLOAT ASSOCIATION

2023 / 2024 Membership Application

Membership runs from February 1, 2023 to January 31, 2024.

My membership is: NEW RENEWAL

Primary Member Name:

(First) _____ (Last) _____

Address: _____

City: _____ State: _____ Zip Code: _____ Phone: () _____

E-mail (To Receive Newsletter): _____

TO RECEIVE THE TRFA NEWSLETTER THRU THE US POSTAL SERVICE, ADD \$10 TO YOUR MEMBERSHIP FEE TO COVER THE COST OF MAILING!

May Vote and Hold Office

____ Youth \$10 per year (age 13 to 17)

____ Individual \$20 per year (age 18 or older)

____ Couple* \$30 per year 2nd Name

____ Family* \$50 per year (Up to 4 people; for each additional person add \$10

2nd _____ 3rd _____ - _____

4th _____ 5th _____

*For Couple and Family memberships, all must reside at the same address. Also, please write any additional names on the bottom or back of this form.

May Not Vote or Hold Office

Company/Organization: _____

____ Service Club/ Organization \$100 per year (five people eligible to decorate)

____ Business/Trade Industry \$250 per year (ten people eligible to decorate)

Enclosed is a donation to TRFA (in addition to my annual dues) in the amount: \$ _____

Total Amount Enclosed: \$ _____

Make your check payable to TRFA and mail with this form to:

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

If you have any questions about your membership, please contact torrosefloat@gmail.org or call us at (310) 618-2425.

I am interested in volunteering

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



CONTACT INFO

Phone: (310) 618-2425

Email: info@torrancerosefloat.org

Website: www.torrancerosefloat.org

Facebook:

www.facebook.com/torrancerosefloatassociation/

Twitter: @RoseFloat