



*Torrance Rose Float
Association
December 2020*



President's Message

Wow another year is almost gone! 2020 has been a particularly challenging year for us all. We are so sad to not be spending this month making our float come alive with all the hard work of our volunteers. Unfortunately, we will have to wait another year to see our amazing float design come to fruition. So many things have changed this year besides us coping with the pandemic. Our beloved City Manager Leroy Jackson has retired. Leroy was a great supporter of the Torrance Rose Float Association and our beautiful floats. We will deeply miss him. Aram Chaparyan our new City Manager has worked alongside Leroy for several years and has always been there for TRFA and we are looking forward to our continued relationship and congratulate him on becoming City Manager.

I have enjoyed working with John Jones, the Director of the Community Services Department over the years. He has provided us with guidance and support in all the efforts of our organization. We are sad to see that John is also retiring but we thank him for everything and wish him the best in his retirement. I had the privilege to attend a Zoom meeting to meet the new Community Services Director, Mr. John La Rock. Mr. LaRock comes to us from Redondo Beach and is a long-time fan of our floats. I am looking forward to working with

him and getting some new insights from him that can help us in the future.

The Tournament of Roses is preparing to usher in 2021 on a hopeful note with *The Rose Parade's New Year Celebration presented by Honda*, airing on January 1. The uplifting spirit of Tournaments TV special is reflected in the attached announcement of musical performers and celebrity guests who will highlight the two-hour New Year's morning broadcast, including **Sheryl Crow, Lady A, Rascal Flatts, The War and Treaty, Emeril Lagasse, Rita Moreno, Gary Sinise** and many more. Please see the attached article from Tournament regarding this event.

In the meantime, I wish you wellness and safety through the holidays and beyond. We are looking forward to getting together in 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! <http://smile.amazon.com/ch/37-1647454>

JOIN THE “ROSE FLOAT STROLL”

Since there is no parade and no float to decorate, we have created a “Rose Float Stroll” in Downtown Torrance.



Take a selfie at Street Faire Antiques. Stand in front of original art depicting all the colors of the Rose Parade created by local artist Richard Stephens.

Enjoy the window display at Street Faire Antiques and participate in the Find the Floats scavenger hunt. Scavenger Hunt forms are available at:

APT Skate Shop, Black Raven Tattoo, Chado Tea Room, Dunn & Associates, Farmers Insurance, Fox rug, 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, Street Faire Antiques, The Dropout Cyclery, Tortilla Cantina and torrancerosfloat.org

Thank you to Julie Randall at Street Faire Antiques, The Torrance Historical Society and the Downtown Torrance merchants for their support and participation in making this possible.

CONTACT INFO

Phone: (310) 618-2425

Email: info@torrancerosfloat.org

Website: www.torrancerosfloat.org

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

Twitter: @RoseFloat



HOW ABOUT THE GIFT OF A ROSE VIAL?

Stay tuned. TRFA is working with Simon Malls to have a display on New Year's Day. It may include our Rose Vials. We will let you know as soon as plans are completed!



TRFA Needs Your Help

Supporting our float is a year-round endeavor. Here are some of the ways you can help.

- Community Outreach
- Fundraising
- Help with decorating week tasks
- Obtaining Donations
- Preserving Association History
- Computer entry
- Helping at events
- Newsletter
- Publicity
- Other

Email us your Name and Phone number and what you want to help out with to: info@torrancerosfloat.org or **call us at 310-618-682**

Join the Rose Float Stroll

Take a selfie at Street Faire Antiques. In front of original art depicting all the colors of the Rose Parade created by local artist Richard Stephens.



Enjoy the window display at Street Faire Antiques created by the Torrance Historical Society and the Torrance Rose Float Association to celebrate the 50th Anniversary of the Torrance Rose Float Association in 2021.



Find the Floats scavenger hunt. Pick up a form at many of our Downtown merchants. Find all 52 float photos displayed in Downtown Torrance. Return the completed form to Street Faire Antiques. All correctly completed forms will be entered into a drawing for prizes donated by Downtown merchants. Drawing will be held on January 5, 2021. Winners will be notified.





JOIN THE ROSE FLOAT STROLL

Find all 52 of the past City of Torrance Rose Floats displayed in windows in the Downtown Businesses below. All correctly completed entry forms will be entered into a drawing for prizes. Drawing will be held on January 5th. Winners will be notified and arrangements will be made to safely deliver prizes. **Turn in completed forms at Street Faire Antiques by January 3, 2021.** Be sure to fill out your information below so we can notify you if you win!

Business	Location	Year of the Float or Floats displayed
AAA Upholstery	1276 Sartori Ave.	_____
APT Skate Shop	1311 Sartori Ave.	_____
Black Raven Tattoo	1313 Sartori Ave.	_____
Bo's Cigar Lounge	1305 Sartori Ave.	_____
Chado Tea Room	1303 El Prado Ave.	_____
Dunn & Associates	1527 Cravens Ave.	_____
Farmers Insurance – Tom Forsythe	1308 Sartori Ave Ste. 101	_____
Farmers Insurance – Daniel E. Petty	1218 El Prado Ave. Ste 138	_____
Fox Drug	1327 El Prado Ave.	_____
Gold Mart Jewelry	1321 Post Ave.	_____
Jaunts	1223 El Prado Ave.	_____
Joseph Pittera Attorney	1308 Sartori Ave Ste. 109	_____
My Doll's House	1218 El Prado Ave. Ste. 136	_____
Organically at You Best	1218 El Prado Ave. Ste 132	_____
RW Prints	1307 Post Ave.	_____
Sartori Jewelry and Loan	1319 Sartori Ave	_____
South Bay Brewing Supply Co.	1311 Post Ave.	_____
Street Faire Antiques	1317 Sartori Ave.	_____
The Dropout Cyclery	1272 Sartori Ave.	_____
Tortilla Cantina	1225 El Prado Ave.	_____
Torrance Bakery	1341 El Prado Ave.	_____
Torrance Community Credit Union	1511 Cravens Ave.	_____
Torrance Flower Shop	1400 Cravens Ave.	_____

NAME _____ ADULT _____ YOUTH _____

PHONE _____ EMAIL _____



SPECIAL PERFORMANCES AND CELEBRITY GUESTS ANNOUNCED

for “The Rose Parade’s New Year Celebration presented by Honda” airing on January 1

PASADENA, Calif. (Dec. 8, 2020) – Get ready to welcome the New Year with stars of the screen, stage and sports! Today the Pasadena Tournament of Roses® announced special performances and celebrity guests for “The Rose Parade’s New Year Celebration presented by Honda,” airing with our six broadcast partners on New Year’s Day.

The reimagined celebration of the New Year will feature stellar musical entertainment and exciting celebrity guest appearances. For fans of country music, television, Broadway and sports, there’s something for everyone in the family to enjoy.

Musical performances:

- **Sheryl Crow** – Nine-time GRAMMY® Award winner with more than 50 million albums sold
- **Mickey Guyton** – Country singer-songwriter and historic GRAMMY® Award nominee
- **Tori Kelly** – Multi-GRAMMY® Award winner, singer-songwriter
- **Lady A** – Multi-platinum, seven-time GRAMMY® Award-winning country trio
- **Rascal Flatts** – The most awarded country group of the last decade
- **The War and Treaty** – Eclectic, soulful, husband-and-wife duo; one of Nashville’s breakout acts

Celebrity guest appearances:

- **Daddy Yankee** – Multi award-winning singer, songwriter, actor and producer
- **Shanola Hampton** – Star of “Shameless” on Showtime
- **Laurie Hernandez** – Olympic gold and silver medalist, 2016 U.S. Olympic Women’s Gymnastics Team
- **Emeril Lagasse** – Chef, restaurateur, TV personality and author
- **Matt Leinart** – 2019 Rose Bowl Hall of Fame inductee, former NFL player and Heisman Trophy winner
- **Rita Moreno** – Emmy®, GRAMMY®, Oscar® and Tony® (EGOT) award winner
- **Dascha Polanco** – Star of the Netflix hit “Orange is the New Black”
- **Vin Scully** – Voice of the Los Angeles Dodgers for more than 65 years
- **Gary Sinise** – Actor, philanthropist and 2018 Rose Parade Grand Marshal

Past Rose Parade Grand Marshals Emeril Lagasse and Gary Sinise will both be featured in the special. Gary will open the show and Emeril will shake us up with his favorite New Year’s Day cocktail.

“The Rose Parade’s New Year Celebration presented by Honda” will also feature marching band performances, heartwarming segments related to the Rose Parade, special Rose Bowl Game® football highlights, equestrians, spectacular floats from years past, a behind-the-scenes look into the making of a float and New Year’s wishes from fans around the world.

The special will air on ABC, Hallmark Channel, KTLA, NBC and RFD-TV at 8 a.m. PST and on Univision at 7 a.m. PST on January 1, 2021. In order to limit travel and ensure the safety of our talent, performance segments were filmed at iconic locations around the country, Grand Ole Opry and the Rose Bowl Stadium. To keep everyone safe, all new footage for the special was filmed using the strictest COVID safety protocols.

For more information about “The Rose Parade’s New Year Celebration presented by Honda,” visit our website at www.tournamentofroses.com.



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

Or shop online 24/7 at

www.tenthousandvillagesredondo.com

Make sure to mention Torrance Rose Float Association at checkout!

 ten thousand villages