



# *Torrance Rose Float Association Newsletter*

May 2023

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## President's Message

This is the month that the design of our 2024 float will be revealed. Tuesday, May 14<sup>th</sup> we will be presenting the winning design and the float concept to the City Council at their meeting. We are excited to have this opportunity to showcase the talent of the winner of the Design Contest.

As you know, we need volunteers for times other than decorating week. Currently our logistics position is open. This person is responsible for making sure TRFA merchandise is transported to our various fundraising venues as well as other logistics related activities. If you are interested in helping us in this way please contact us at [info@torrancerosefloat.org](mailto:info@torrancerosefloat.org) or 310-617-2425.

We are looking forward to everyone's participation this year. Please be sure to check out our other upcoming events under Save the Date. I look forward to seeing there.

*Bev*

# 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



# Love Where you Live

## Ride the Float in Spirit

By  
Laura MacMorran

Annually, the Torrance Rose Float Association draws world-wide attention to the City of Torrance by sponsoring an artistic and imaginative float in the internationally broadcast New Year's Day Rose Parade. The City of Torrance's float lines up with global conglomerates' floats, and wins awards year-after-year for its float design and execution.

This epic undertaking relies on members and this year the Association has lofty goals to substantially increase membership. Yes, it's true that only members can decorate the float and that membership includes transportation to the decorating warehouse in Irwindale. But whether one decorates or not, Torrance Rose Float Association *membership is about a love for the place you live, work, play, learn, and a love for the beauty and majesty of the Rose Parade.*

Now through July 31, 2023 each membership will receive a voucher for a rose vial labeled in honor of a person. Labeled rose vials are one-of-a-kind gifts or tributes. The vial actually rides on the float, so that individual will be riding in the Rose Parade in spirit. An email will notify the recipient of your special gift.

To be a part of this legacy, and receive this membership bonus, go to <https://www.torrancerosefloat.org/>



The South Bay's Favorite Mexican Food  
Since 1996

Bring in this flyer on **Wednesday, May 10, 2023**, to support:



## TORRANCE ROSE FLOAT ASSOCIATION

Riviera Mexican Grill will **donate**  
**15% of your entire purchase** to support  
Torrance Rose Float Association!



310.540.2501 | [info@therivmex.com](mailto:info@therivmex.com) | [www.therivmex.com](http://www.therivmex.com)  
1615 Pacific Coast Hwy, Redondo Beach, CA 90277

# MY RIDE ON THE TORRANCE ROSE FLOAT

By  
Carol Gilles

It was a bucket list item for me.

So excited when I got asked if I wanted to ride on the Torrance Rose Float.

**YES, YES, YES!**

I made my donation and was anticipating the start of the parade.

I rode on the 2012 Float – **Looking Back – Moving Forward**. This float celebrated the city of Torrance’s 100<sup>th</sup> Anniversary. I got to ride inside the Trolley ... and **WAVE!** We even wore “period costumes”!

I practiced my **“Princess figure-8 wave”** all week long to prepare for my big moment.

The 14 of us were transported early January 1 to the staging area at Orange Grove Blvd in Pasadena.

All the floats were lining up. People were walking along the street checking out the floats. Photos were being taken. You could feel the excitement in the air!

As our 2012 float started rolling down the street, I could not believe how many people were sitting curbside, waving at us, and yelling **“Torrance, Torrance”** as we rode by! I was waving & smiling back at them!

It was a wild ride!!! I felt so proud to support the city of Torrance and our Torrance Rose Float Association.

How about you? Are you ready to take the **“Ride of Your Life”**?

Send an email to [info@torrancrosefloat.org](mailto:info@torrancrosefloat.org) today!



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



#### CONTACT INFO

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**Twitter:** @RoseFloat