



Torrance Rose Float Association

FOR IMMEDIATE RELEASE

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Torrance Rose Float Association **2019 ROSE FLOAT DESIGN CONTEST ANNOUNCED**

Torrance, California, October 31, 2017 – The Torrance Rose Float Association announced the 2019 City of Torrance Rose Parade Float design contest at the October 25, 2017 City Council meeting.

"It's not too early to be creating a design for the City of Torrance's Rose Parade float entry into the annual Pasadena Tournament of Roses Parade," said Bev Findley, president, Torrance Rose Float Association. Any-high school student living in Torrance can submit an entry; membership in the Association is not required.

Design ideas with a simple sketch must be received by the Association by 8:00 p.m. PST on Monday, January 8, 2018.

The judges, led by Tim Estes of Fiesta Parade Floats, will select at least four designs to present to the Board of Directors of the Association who will then make the final choice. The judging will be done on a "blind" basis - the identity of the designer(s) will not be known until after the final vote. The winning designer(s), as accepted by Pasadena Tournament of Roses Association, will receive a ride on the 2019 Rose Parade Float. If there is more than one designer, the prize will be shared between them.

Torrance Rose Float Association has partnered with Fiesta Parade Floats since 1997. Torrance's Rose Parade entries have received trophies 75% of the time under the leadership of Mr. Estes and Fiesta Parade Floats.

The Torrance Rose Float Association works closely with the Torrance Citizen Development and Enrichment Committee and thanks its Chair and City Councilman, Mike Griffiths and his committee, for their guidance and support.

The Torrance Rose Parade Float will make its way down Colorado Boulevard and the streets of the Pasadena during the 128th Rose Parade presented by Honda on Tuesday, January 1, 2019 at 8AM (PST). For additional information on the Tournament of Roses Parade, please visit www.tournamentofroses.com.

The Mission of the Torrance Rose Float Association (a non-profit organization) is to preserve the tradition of delivering joy, beauty and pageantry from our hometown to people across the globe through participation in the Pasadena Tournament of Roses Parade on a day when the world is full of the hope of renewal. For more information about the Torrance Rose Float Association, please visit www.torrancerosefloat.org.

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Torrance Rose Float Association
2019 ROSE FLOAT DESIGN CONTEST ENTRY RELEASE FORM

RULES AND TIPS:

- 1) The sketch of the design must be in black and white and on paper no larger than 11" by 17" in dimensions. No color sketches or oversize paper will be accepted.
- 2) Keep in mind the logistics of converting the design into a float. While only a very simple sketch is required, more detail can help the decision process. A written explanation of the ideas and representations of the design could be helpful and can be included.
- 3) **Place this completed and signed entry form in a sealed envelope on the back of the sketch (not the front) to identify the designer/artist(s).**
- 4) The selected designer(s) may be asked for consultation on the Design, Construction and Decoration Committees.
- 5) By submitting this entry form, the designer(s) grants to the Torrance Rose Float Association the exclusive right to use and modify the design and the ideas represented by the sketch of the design submitted with this entry form, as well as any explanation provided. Designer(s) warrants and represents that the entry is original, not from a copyrighted work and not created by any other party. Designer(s) warrants and represents that he/she has not submitted the same or any similar sketch of the design to any other agency participating in the next Pasadena Tournament of Roses Parade. Designer(s) understands that he/she will receive no compensation, monetary or otherwise, for the use of the design and that the Torrance Tournament of Roses Association, any legal successor, the City of Torrance and the Pasadena Tournament of Roses Association have no obligation of any kind towards designer(s). By signing this entry form I/we agree to these terms.
- 6) If the designer's idea is not selected by the Torrance Tournament of Roses Association, upon request of the designer(s), the Torrance Tournament of Roses Association will return the sketch of the design provided by the designer(s) in support of this entry form.

TORRANCE ROSE FLOAT ASSOCIATION 2019 Rose Parade Theme: "tbd" Deadline: 8:00 p.m. PST on Monday, January 8, 2018. Mail or deliver designs to: 3031 Torrance Blvd., Torrance, CA 90503.

For more information, call the Torrance Rose Float Association at (310) 618-2425 or e-mail info@torrancerosefloat.org. Additional copies of this entry form can be found at www.TorranceRoseFloat.org.

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 2019 Design Contest and Entry Release Form
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Signature of designer(s) (if NOT 18 years of age or older, signature of legal guardian)
 Designer(s) MUST SIGN

Name (Please Print)	
Address	
City, State Zip	
Phone Number	
I'm 18 years if age or older	Yes No
Signature of designer(s) (if NOT 18 years of age or older, signature of legal guardian) Designer(s) MUST SIGN	

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2019 Rose Parade Theme Description

The 2019 theme celebrates music – the universal language.

Music has the power to not only bring us together but take us back to memories and moments as nothing else can.

Music is woven into the fabric of our lives – community, family, friendship and love.

Music heals us, defines us, reminds us, and inspires us to be our greater selves.

Rhythm, melody, harmony and color all come together to create the soundtrack that defines our lives.

Music has the power to not only bring us together but to take us back.

Torrance Rose Float Association Notes:

The actual theme title will not be officially announced until late January 2018. The following statement represents the spirit of the theme:

“The Power of Music”