

California Polytechnic State University, San Luis Obispo, California



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## Cal Poly Float Wins Rose Parade 'Viewers' Choice' Award For Third Year in a Row, Plus Fantasy Trophy

SAN LUIS OBISPO – The Cal Poly Rose Float has won the Rose Parade "Viewers' Choice" Award for 2011 - the third year in a row the float has taken home the trophy. The float, "Galactic Expedition," also won the Tournament of Roses "Fantasy Trophy" in pre-parade judging for most outstanding display of fantasy and imagination.

The Cal Poly float received 10,802 online and text-message votes out of a total of 44,730 votes submitted on New Year's Day. This is the third time that Cal Poly Universities has won the Viewers' Choice Award.

The Tournament of Roses announced Cal Poly Universities as the winner of the Viewers' Choice Award for the 2011 Rose Parade on Sunday, Jan. 2. The theme of this year's Rose Parade was "Building Dreams, Friendships and Memories."

"The Cal Poly Universities students have constructed floats that prove to be fan favorites year after year," said Gene Gregg, chairman of the Tournament of Roses Judging committee. "This is a very special award and we are thrilled that so many Rose Parade fans took an active role in Tournament of Roses history by casting their vote."



For the first time ever, fans were able to cast their votes via text message in addition to an online poll. Out of a total 44,730 votes, 25,122 were cast via text message and 19,608 were cast on the Tournament of Roses web site. Voting took place from 8 a.m. (PST) to 2:10 p.m. (PST) on January 1, 2011. Parade fans were able to vote for their favorite float up to five times.



The 2011 float created by clubs at the two sister universities of Cal Poly San Luis Obispo and Cal Poly Pomona depicts seven childhood friends building



<u>Watch a slideshow of Rose Float photos</u> *Requires Flash player - <u>download Flash free</u>* 

the rocket ship of their dreams and taking their imagination to soaring heights. An operative crane, a spinning planet, moving child workers and a full complement of tools and toys were all situated on an airy cloud high above the earth's surface.

The float was decorated with more than 12,000 roses, 8,500 mums and approximately 9,500 carnations. The Cal Poly Rose Float Club has participated in the Rose Parade since 1949. Clubs at Cal Poly and sister campus California State Polytechnic University Pomona collaborate throughout the year to produce a crowd-pleasing float. Each campus builds

half of the float; the Cal Poly float is trucked to Pomona in October. Both teams work weekends integrate the machinery of the two halves there and begin decorations. During Deco Week in Pasadena (the week before the parade), more volunteer students, alumni, parents and university friends join the Cal Poly Rose Float clubs to add flowers and finishing touches.

The winner of the Viewers' Choice award was announced by Tournament of Roses President Jeff Throop, live from the Post Parade Showcase of Floats Jan. 2.

See video of the float and presentation of the Viewers Choice award to the students

See more 2011 Rose Float photos on the Rose Float Club Facebook Site

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