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Contact: Cal Poly Public Affairs
805-756-1511

Cal Poly Rose Parade Float is Viewers’ Favorite Once Again

SAN LUIS OBISPO – The Cal Poly Rose Parade float is once again the favorite among viewers of the annual New Year’s spectacle, handily winning the 2012 KTLA Favorite Float poll.

Cal Poly captured 61 percent of the 7,868 votes cast in the non-scientific poll on the Southern California TV station’s web site. Cal Poly’s closest competition – Donate Life – netted just 9.5 percent of the vote.

The 30-foot-tall Cal Poly float, “To the Rescue,” depicted three superheroes saving a falling helicopter, holding up a collapsing skyscraper and stopping a runaway train, illustrating the 2012 parade’s theme of “Just Imagine.”

The Tournament of Roses Parade is a New Year’s Day fixture in Pasadena, Calif. This year’s Rose Parade took place Monday, Jan. 2 (as is traditional in years when Jan. 1 falls on a Sunday).

Students in the Rose Float club at Cal Poly have teamed with their peers from Cal Poly Pomona every year since 1949 to design, build and enter a float in the Rose Parade. The Cal Poly float frequently wins awards in the parade. This is fourth consecutive year the universities’ entry has received the viewers’ choice nod.

For more information on the KTLA poll and further coverage of the Rose Parade, visit the station’s web site.

For more about the Cal Poly Rose Float, visit the club on the ASI web site or on Facebook.

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