

California Polytechnic State University

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FOR IMMEDIATE RELEASE

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Cal Poly Campuses Ready 57th Float for Annual Rose Parade

SAN LUIS OBISPO -- It's almost "Elefun Time" for the Cal Poly Rose Float clubs. "Elefun Time" is the name of the 57th Cal Poly Tournament of Roses Parade entry. The float will depict a family of elephants enjoying a country joy ride in keeping with the 2005 parade theme, "Celebrate Family." The annual Tournament of Roses parade begins at 8 a.m. Jan. 1 in Pasadena.

Plans for the 2005 Cal Poly float feature four elephants on the main float structure, including an animated tandem bicycle and elephant riders. The main float is approximately 42 feet long, 18 feet wide, and 17 feet high. It will be accompanied by a smaller satellite unit with one elephant.

Spanish moss will be used on the family of elephants to create a natural gray skin color. The elephants' clothes will be decorated with a combination of dry floral materials and fresh flowers. Over 17,000 roses will accent the borders of the bike path.

The two Cal Poly university campuses, located approximately 225 miles apart in San Luis Obispo and Pomona, coordinate a year-round effort to complete the float for each year's parade.

More than 1,000 volunteers from both campuses will come together during Decorations Week Dec. 26-30 to put flowers and finishing touches on the Cal Poly float, as they have done annually. Volunteers traditionally include Cal Poly students, faculty, staff, family, alumni and community supporters.

More volunteers are always welcome. Decorators can work any time between 8 a.m. and 10 p.m. daily at the Brookside Tent in Pasadena, on a space-available basis. For directions to the site and additional decorator information, please visit the Cal Poly Rose Float website at www.asi.calpoly.edu/rosefloat.

Those at home can see the float on TV. The parade begins at 8 a.m. PST on Sunday, January 1, 2005 and will be broadcast on ABC, NBC, CBS, Univision, HGTV, Telemundo, Travel Channel, Discovery HD and KTLA.

An artist's rendering of the float and a list of awards won in the Cal Poly Rose Float's 57-year history can also be obtained on the website. For more information, contact Amie Hammond, Rose Float program coordinator, at (805) 756-1113, or Jason Tolvtvar, Rose Float program chair, at (805) 801-9932.

Additional information can be obtained at the following websites:

Cal Poly Rose Float: www.asi.calpoly.edu/rosefloat

Rose Parade: www.tournamentofroses.com

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