

You can help transform this sketch into reality

Did you know...

- This will be our 40th consecutive entry.
- The float is completely funded by generous donations from Rotarians.
- The Rose Parade is viewed live by approximately 700,000 people.
- The Rose Parade has a television audience over 45 million viewers in the U.S. alone...and millions more worldwide.
- Volunteers donate more than 6,000 hours in preparing decorations and applying them to our Float.



This is not a project of Rotary International.

2019 Rose Parade Float Artist Rendering



Service Rocks!

Why the Float?

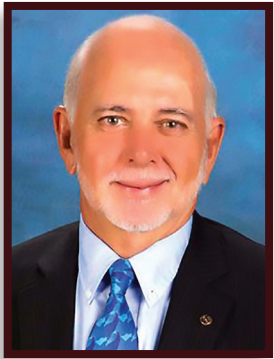
Paul Harris said, "In the promotion of Rotary, it is important to reach large numbers and you cannot reach them privately."

When Rotary International's directors approved the first entry in the parade over 40 years ago, they saw in it an unrivaled opportunity to bring Rotary's name into public view. They reasoned that an eye-catching float would capture the interest of broadcast commentators and remind the world of Rotary's good works.

And so it has!

The Rose Parade is viewed by approximately 700,000 people, and a television viewing audience of over 45 million in the United States and millions more around the world in more than 200 countries. For the 40th consecutive year we proudly present our float to North America and the world. Each year, more Rotary clubs enthusiastically contribute financial support to this most important Rotary public image project.

Please join your fellow Rotarians and their friends in supporting the 2019 float **Service Rocks!**



Barry Rassin
Rotary International
President 2018-2019



2019 marks 40 consecutive years of Rotary participating in the Tournament of Roses Parade. I congratulate all of the Rotarians throughout North America who have worked continuously to share Rotary's story in such a creative and beautiful way.

We know that in Rotary, amazing things happen when we mobilize and, together, become agents of change. It's important for our communities to know about our efforts and the impact Rotary is making in the world. So this year, I am asking Rotarians to take action and tell your community who we are and what we do. There are countless ways to reach the public, and the Rose Parade – with its estimated viewing audience of about 73 million people – is one of many excellent opportunities.

Let's ***Be the Inspiration*** and show the world what Rotary is all about. I look forward to seeing you in Pasadena!



PROMOTING PEACE
FIGHTING DISEASE
PROVIDING CLEAN WATER
SAVING MOTHERS AND CHILDREN
SUPPORTING EDUCATION
GROWING LOCAL ECONOMIES

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Rotary Rose Parade Float Committee