



by  
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The Rose Parade, also known as the Tournament of Roses, is part of "America's New Year Celebration" held in Pasadena, California, each year on New Year's Day (or on Monday, January 2 if New Year's Day falls on a Sunday). The parade includes flower-covered floats, marching bands, and equestrian units and is followed by the Rose Bowl college football game. It is produced by the nonprofit Pasadena Tournament of Roses Association.

Originally started on January 1, 1890, the Rose Parade is watched in person by hundreds of thousands of spectators on the parade route, and is broadcast on multiple television networks in the United States. It is seen by millions more on television worldwide in more than 100 international territories and countries. The Rose Bowl is a college football game that was added in 1902 to help fund the cost of staging the parade. Since 2011, the parade has been sponsored by Honda. Accordingly, the company has the parade's first float, which like all floats, follows the parade's theme.

The Tournament of Roses Parade has followed the same route, mainly following Colorado Boulevard (Pasadena's main thoroughfare and a segment of the former US 66) for many decades. The day before the parade, the entire area is sealed off and reserved for the marshaling of the dozens of floats, bands, equestrian units, and other elements.

On parade morning the various elements are merged and dispatched in front of Tournament House. The parade starts headed north on South Orange Grove Boulevard beginning at Green Street. At Colorado

Boulevard it passes the main grandstands (and the main television and media stands) and proceeds east on Colorado Boulevard. The parade then turns north on Sierra Madre Boulevard. The floats then must travel under the Sierra Madre Boulevard/I-210 freeway overpass, requiring over-height floats to reduce their height. The parade ends at Paloma Street near Victory Park and Pasadena High School. Floats continue into the Post-Parade viewing area (which is open that afternoon and the following day). In total this route is 5.5 miles long; the assembled bands, horse units and floats take approximately two hours to pass by.

The 2016 parade featured 44 floats, 19 equestrian units, and 20 marching bands. New participants were Los Angeles Lakers, City of Irvine Chamber of Commerce, South Dakota Tourism, the California Milk Advisory Board, PBS (featuring Downton Abbey), and Union Bank. It marked the end of Bob Eubanks and Stephanie Edwards' participation in the parade for local television station KTLA. Singpoli Group's float "Marco Polo East Meets West", constructed by float builder Paradiso, was judged as the sweepstakes winner, the "Most beautiful entry in the Parade with outstanding floral presentation and design."

Originally, the parade featured flower-decorated horse carriages. Over time, floats built by volunteers from sponsoring communities supplanted the carriages. Currently most are built by professional float building companies and take nearly a year to construct. [[https://en.wikipedia.org/wiki/Rose\\_Parade](https://en.wikipedia.org/wiki/Rose_Parade)]

