



FTD 2019 TOURNAMENT OF ROSES FACT SHEET

FTD is the **official floral partner** of the Tournament of Roses. The iconic American company has been affiliated with the Rose Parade for more than 60 years. As a parade sponsor, FTD decorates the antique automobiles which carry the Rose Parade VIPs down Colorado Boulevard including this year's parade Grand Marshal Chaka Khan, the Tournament of Roses President, Mayor of Pasadena and the Rose Bowl Hall of Fame inductees.

New in 2019, FTD is also the **sponsor of the Float Awards**.

Did You Know?

- More than 1,120 man hours are needed to plan and decorate the VIP Vehicles
- Nearly 6,000 stems of flowers and foliage will be featured on this year's four vehicles
- 300 pounds of flowers are used per vehicle
- Combined, the total length of the flowers being used exceeds 20 football fields.
- A total of 60 different types of flowers and foliage will be used to decorate the vehicles with each vehicle featuring 15-20 different varieties.
- The California Fresh Cut Flower Commission is certifying the VIP entry vehicles decorated by FTD as "California Grown" which means that 85% or more of the fresh flowers are grown locally in California.
- Lead Designer J. Keith White always designs the VIP entry vehicles keeping the personality, heritage or professional accomplishments of the riders in mind.
 - Last year, Grand Marshal Gary Sinise's vehicle featured a tribute to the military veterans, a passion of the actor, as well as tones of the Pantone Color of the Year – Ultra Violet.
 - Other recent Grand Marshals have included Chef Emeril Lagasse, "Dancing with the Stars" champ and war veteran JR Martinez, animal rights activist Jane Goodall and Hall of Fame broadcaster Vin Scully. The car designs typically reflect the Grand Marshal's interests and tastes. In the case of the Grand Marshals mentioned, fruits and vegetables, disco balls and stars, chimpanzees and microphones, respectively, were incorporated into the designs.



FTD won a prize for its first float in the Rose Parade in 1933. The float was 45 feet long, 12 feet wide and 14 feet high. A 9-foot Mercury Man messenger was poised on a globe connected to telegraph wires.

J. Keith White AIFD CFD, Chief Rose Parade Designer for FTD



- Lead Rose Parade visionary and designer of the VIP vehicles for FTD since 2007
- Official keeper of the Tournament of Roses “tie point” decorating method secret (how the flowers stay on the vehicles when moving), passed down from “The Rose King” Jacob Maarse, the late owner of Jacob Maarse Florist in Pasadena, CA
- U.S. representative in the Interflora World Cup held in Shanghai, China at the World Expo 2010
- 1996 Inductee into the American Institute of Floral Designers