BRINGING PEOPLE TOGETHER

What began as a small effort by the Valley Hunt Club to promote Pasadena’s charm and beautiful weather, the Tournament of Roses now is known around-the-world as America’s New Year Celebration®.

In 1890, club members, led by Charles Frederick Holder, sponsored the first Tournament of Roses. They invited their former East Coast neighbors to Pasadena, where they could watch chariot races, jousting, foot races and tug-of-war under the warm California sun. The abundance of flowers, even in the midst of winter, prompted the club to add a parade before the competition, where entrants would decorate carriages with hundreds of colorful blooms.

The Tournament of Roses Association was formed to take charge of the festival in 1895. A few years later, the races and games were replaced by the first national postseason football game. The first Rose Bowl Game® matched a West Coast Stanford team against Michigan, a Midwestern team. Rose Queen®, Hallie Woods, was chosen in 1905 as the first Rose Queen, inaugurating a tradition of the Royal Court, presiding over all the Tournament of Roses annual events.

To this day, year-long preparations pay off, when millions of viewers enjoy sunshine, flowers and football on New Year’s Day with more than 900 volunteers who create the spectacle of America’s New Year Celebration.

MISSION STATEMENT

As a volunteer driven, non-profit organization the Tournament of Roses Association brings people together to create premier events and entertainment celebrating the New Year.

The Tournament of Roses enriches the lives of the many people and organizations it touches by providing satisfying, meaningful and rewarding experiences.

THE 2018 ROSE PARADE, ROSE BOWL GAME AND TOURNAMENT OF ROSES SUPPORTING EVENTS, GENERATED NEARLY $200 MILLION IN ECONOMIC IMPACT AND SUPPORTED OVER 2000 JOBS*

*2018 Economic Impact report by Enigma Research Corporation commissioned by the Tournament of Roses
The earliest Tournament of Roses welcomed 3,000 spectators to its first parade filled with orange-blossom-bedecked, horse-drawn carriages. More than a century later, the parade floats are a marvel of state of the art technology, all tucked away beneath flowers and other all-natural materials. Every New Year, visitors experience the beauty of the floral floats along with spirited marching bands and high-stepping equestrian units along the 5 1/2 mile route down Colorado Boulevard.

**ROSE PARADE® PRESENTED BY HONDA**

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**THE TOURNAMENT OF ROSES HOSTS TWO PRIMARY EVENTS: THE ROSE PARADE AND THE ROSE BOWL GAME AND MANY ANCILLARY EVENTS.**

**ROSE BOWL GAME PRESENTED BY NORTHWESTERN MUTUAL**

Known as the Granddaddy of Them All®, the Rose Bowl Game has been a part of many college football legacies since its inception in 1902. The game has showcased 20 Heisman Trophy winners, produced 29 national champions, featured 216 consensus All-Americans and has honored 129 college football legends by inducting them into the Rose Bowl Hall of Fame. The Rose Bowl Game presented by Northwestern Mutual showcases a traditional and exciting matchup between teams from the Big Ten and Pac-12 Conferences. Additionally, every three years the Rose Bowl Game hosts a College Football Playoff Semifinal as part of a rotation between six bowl sites around the country.

**Calculations and Observations:**

- **2019 Combined Viewership (ABC, Hallmark Channel, KTLA, NBC, RFD TV, Univision) as reported by The Nielsen Company**
- **2017 Dick Block Communications**
- **As reported by ESPN, the exclusive broadcaster of the Rose Bowl Game**

### Rose Parade

- 37m viewers nationally*
- 28m viewers internationally**
- 700,000 estimated live audience

### Rose Bowl Game

- 18.2m viewers nationally***
- 91,853 attendees