The UPS Store® and the 2020 Rose Parade®

The UPS Store and the Rose Parade Float

- To salute the importance of childhood literacy and highlight the Toys for Tots Literacy Program, The UPS Store has a float in the 2020 Rose Parade. This is the fourth year that The UPS Store is participating in the Rose Parade.
- The theme of The UPS Store float is “Stories Change Our World.”
- The float theme complements the Rose Parade’s overall theme of “The Power of Hope” as literacy – brought to life through the power of stories – is one of the tools needed to make positive changes in our world, and brings HOPE.
- The intent of the float is to bring national attention to the important cause of literacy and delight children of all ages by highlighting the power of reading and its power to change our world in a positive way.
- Leading up to the parade, The UPS Store invited children to write short stories inspired by this year’s float with a theme of community and hope. Three winners will receive a $1000 prize, $10,000 worth of books for their school and have their story published in a special anthology children’s book, of which 10,000 copies will be handed out at the Tournament of Roses® Post Parade event. A digital version of the book is also available at theupsstore.com/literacy.
- In collaboration with UPS Foundation, The UPS Store has donated $50,000 this year towards supporting visually impaired literacy organizations.

The UPS Store Float Details

- Built by Fiesta Parade Floats under the direction of president, Tim Estes and concept designer, Charles Meier.
- Float Dimensions – Height: 35 Feet, Width: 18 Feet, Length: 55 Feet
- A state-of-the-art hydraulic system synchronizes all animation. The back grouping of heliconia flowers and rear branch with the tamarin lowers from 35 feet to 16 feet in less than a minute to enable the float to pass under low wires and bridges along the route.
- The monkeys will move their heads from side to side, butterflies will flutter wings and the float will have three live waterfalls.
- The tamarins are uniquely fashioned in layers of floral materials to create their golden coloring. Bronze and golden strawflower petals are used as the base coat, highlighted in bands of gold and orange marigold petals, and then finished with thousands of stems of Mokara, Oncidium and James Story orchids.
- The Toco toucans are fashioned in floral feathers of black seaweed, white carnations and orange marigold petals. A pair of Sun Conjures have feathers of yellow and orange marigold petals. The Blue Morpho butterflies are decorated in vibrant blue statice blossoms with accents of glossy brown flax seeds with the bright green Monkey Lizards craftily created in individual green split peas, mung beans and leucadendron foliage.
The sculpted heliconia are decorated in yellow split pea and orange lentil. Delicate Cattleya orchids are covered in crisp white coconut chips with throats of yellow sinuata statice. Deep, rich, dark pink Hot Lady roses from Columbia, over 25,000 in all, are intertwine through the abundant gardens of exotic bromeliad plants, banksia, Queen and Pink Mink protea, song of india and cymbidium orchids. Featured is an array of six varieties of both hanging and upright heliconia including King and She Kong, sexy pink, bihir, parakeet and gold opal parrot.

- The largest exotic tropical floral presentation in the 2020 Rose Parade with more than 25 varieties from Costa Rica and Hawaii. Over 7,000 stems of tropical materials used.
- Estimated number of flowers used:
  - 25,000 roses fill the gardens
  - 5,000 + stems of gold, yellow, orange and bronze orchids create the fur on the tamarins

### The UPS Store and the Toys for Tots Literacy Program

- The UPS Store network supports the Toys for Tots Literacy campaign year-round, and amplifies in-store donation collection each year during the holiday season.
- The UPS Store is a founding and exclusive sponsor of the Toys for Tots Literacy Program, which provides books and educational resources to less fortunate children in communities across the country.
- Each locally owned and operated UPS Store conducts an in-store fundraising campaign. Our generous customers look forward to this program and are eager to contribute.
- Since the beginning of our partnership, The UPS Store network has raised more than 5.1 million dollars delivering more than 41 million books to children who need it most.
- According to the latest Scholastic Kids & Family Reading Report™, infrequent readers have an average of 74 books in their homes, below the national average of 103 books. The Toys for Tots Literacy Program continues to help fill a vital need in the United States, as childhood literacy disparities between socioeconomic groups persist.
- Access to books and frequency of reading, both in and outside the home, is critical to a child’s reading proficiency that is needed for academic success.
- According to DoSomething.org, one in four sighted children in America grow up without learning how to read. Those numbers only stand to grow among visually impaired children as the cost of braille books are substantially higher.