EDWARD J. MORALES
President

Pasadena Tournament of Roses® Association President Edward Morales has been a volunteer Member of the Association since 1992. Morales will serve as President for the Tournament of Roses through 2025, providing leadership for the 136th Rose Parade® presented by Honda and the 111th Rose Bowl Game® on January 1, 2025.

Throughout his illustrious tenure at the Tournament of Roses, Morales has been the driving force behind numerous committees, wielding his expertise in areas such as TV and Radio, Community Relations, Membership, Decorating Places, Queen and Court, Media Operations and Post Parade. After the promotion to Committee Chair in 2006, his journey escalated to a pivotal role on the Tournament Board of Directors in 2011, followed by his election to the Executive Committee in 2016.

Professionally, Morales is a Partner with the Law Offices of Borton Petrini, LLP. He is a member of the California State Bar and the Los Angeles County Association, through which Morales is admitted to practice in the prestigious United States Ninth Circuit Court of Appeals and the United States District Court, Central District of California.

Beyond his impressive involvement with the Tournament of Roses, Morales is a member of the Pasadena Optimist Club and has previously lent his expertise as the 66th President of the Pasadena Jaycees in addition to a four-year term on the Jaycees' Board. His community spirit extends further as a former Board member for Pasadena-based social service champions Foothill Family Services and Hathaway-Sycamores. Morales' commitment led him to serve on the School Board of St. Philip the Apostle School including School Board President.

Morales is a lifelong San Gabriel Valley resident raised in the City of San Gabriel and a graduate of Don Bosco Technical Institute in Rosemead. He received his undergraduate degree in History from UCLA, followed by a Juris Doctorate from Loyola Law School.

Ed and his wife, Lisa, live in Pasadena and have two children, Lainey and Jessie. Lainey attends Arizona State University in Tempe, AZ and Jessie is studying at Emerson College in Boston, MA.