

2012 PASADENA TOURNAMENT OF ROSES

Parade Position: 76

PARTICIPANT: AIDS Healthcare Foundation

FLOAT THEME: Our Champion

BUILDER: Fiesta Parade Floats (626 610-0974)

SIGNIFICANCE OF THEME TO AHF: As the world commemorates the 30th anniversary of the discovery of the HIV virus, AIDS Healthcare Foundation is celebrating one of the true champions in the war on HIV and AIDS, Dame Elizabeth Taylor. As we all Just Imagine a world without AIDS, the AIDS Healthcare Foundation float shines a spotlight on a true hero who tirelessly used her power and imagination to raise AIDS awareness for millions of people around the world.

NUMBER OF YEARS IN PARADE: 1

HEIGHT: 20 FEET

WIDTH: 18 FEET

LENGTH: 45 FEET

FLOAT DESCRIPTION: Marking the 30th anniversary of the discovery of the HIV virus, AIDS Healthcare Foundation (AHF), the largest AIDS Service Organization in the world providing direct care to over 200,000 people in 27 countries, is honored to present its inaugural float in the 2012 Tournament of Roses Parade in celebration of the life and commitment of international superstar Dame Elizabeth Taylor and to remind the world that HIV / AIDS is an ongoing global epidemic. A 30- foot long red ribbon, the awareness symbol of compassion for people living with HIV / AIDS, elegantly leads the way to this spectacular floral tribute. A rotating world globe emphasizes AHF's commitment to this global epidemic and AHF's "cutting edge medicine and advocacy regardless of ability to pay" for people worldwide. Floral black and white photographs commemorating "Our Champion"; Hollywood legend, humanitarian and AIDS activist Elizabeth Taylor, and her 3-decade long contribution to the AIDS fight, are featured. Elegant displays of roses cascade from floral bowls and complete this magnificent floral entry.

FLOWERING DETAIL: Over 30,000 brilliant red Charlotte roses create the 30- foot long AIDS ribbon which chandeliers over the street below. The world globe has been decorated in golden clover seed. Three black and white floral-graphs depicting Elizabeth Taylor as an AIDS activist, child star and Hollywood legend are artistically crafted in onion seed, poppy seed and crushed sweet rice. Nine color mixes have been created to make up the various shades of gray using just these 3 different materials. Floral bowls overflow with an abundance of elegant floral creations, in crisp whites and pastel greens, include thousands of roses, phalaenopsis orchids, Casablanca lilies, euphorbia, hydrangea, bells of Ireland and viburnum.

ANIMATION: The world globe rotates. An on board audio system enhances this elegant tribute.

PARTICIPATING ORGANIZATION INFORMATION: Los Angeles based AIDS Healthcare Foundation (AHF) is a global organization providing cutting-edge medicine and advocacy to over 1,000,000 people in 22 countries regardless of ability to pay. We are the largest specialized provider of HIV/AIDS medical care in the United States. A truly independent voice in our mission to rid the world of AIDS, AHF operating capital comes from our own self-created social enterprises. AHF Pharmacies, thrift stores, healthcare contracts and other strategic partnerships generate funding that helps AHF provide medical and advocacy services across the globe. Our *Out of the Closet Thrift Store*, a chain of thrift stores in California and Florida, generate income that helps fund the medical services AHF provides and generate 30,000 donations and nearly 1 million shoppers a year. Since 1987, AHF has cared for thousands of people living with HIV and AIDS worldwide. As we create and implement unparalleled programs in new communities in the United States, and abroad, we expand delivery of healthcare and influence over policy with the sole aim of saving more lives. For additional information www.aidshealth.org