

2012 PASADENA TOURNAMENT OF ROSES

Parade Position: 60

PARTICIPANT: Discover Card

FLOAT THEME: The Dream Believers

BUILDER: Fiesta Parade Floats (626 610-0974)

SIGNIFICANCE OF THEME TO DISCOVER: Discover's mission is to help people achieve a brighter financial future and imagining that is a natural fit for Discover. Every dream is important. And what better way to depict "Just Imagine" than through the eyes of a child. "The Dream Believers" is a celebration of all the possibilities one can achieve in life. Everyone has dreams and aspirations—no matter what age. Just as we help each customer achieve a brighter financial future, we want to also inspire children to achieve their dreams—whether it's to become a teacher, an artist or even a rock star. This theme celebrates the powerful belief that if you can dream it, you can achieve it.

NUMBER OF YEARS IN PARADE: 2

HEIGHT: 24 FEET

WIDTH: 18 FEET

LENGTH: 55 FEET

FLOAT DESCRIPTION: Dreams through the eyes of children are filled with wonder, excitement and imagination. Youth is a magical time --- a time when dreams are reality and the door to the world of learning, education and adventure are wide open and all are attainable. The Discover float portrays dreams coming to life – to which both children and adults can relate. And when you believe and achieve, dreams can—and do—come true. Securely tucked in for the night, these children peacefully sleep as their imaginative dreams drift into vivid 3-dimensional images of wondrous and flamboyant images. Standing near each bed is the adult version of the child seeing his/her dream fulfilled. Featured throughout the float are various professions that children worldwide dream of successfully becoming when they grow up – teacher, artist, rock star, doctor, astronaut and firefighter. The aspirations of their future come to life against a backdrop of brilliant stars, clouds and a colorful rainbow. Their dreams fulfill a commitment to give back to the community through personal achievements in health, education, arts, social and civic careers. The float itself is not the only source of brilliant colors as "The Dream Believers" also features a dazzling display of real fireworks.

FLOWERING DETAIL: The base of the float features wisps of clouds in white coconut chips and stars in sweet rice to establish a dream-like setting. They float over lush gardens of 20,000 brilliant orange roses encompassed by platform garden walls of cream-colored cornhusk. The fire truck has been created in whole red carnations with accents of silverleaf protea chrome and black onion seed tires. The faithful Dalmatian of black onion seed and white coconut stands watch over boots of black seaweed and a helmet of yellow strawflower petals. The rocket ship and space shuttle are artistically created in a combination of white sweet rice and coconut macaroon, glossy lunaria, and black seaweed with accents of red carnation petals and blue sinuata statice. They fly over the planet Saturn that is created in solid pink and lavender carnations. The microscope has been decorated in gray poppy seed, black onion seed and white sweet rice with nearby doctor's bag created in brown flax seed to simulate the look and texture of leather. The stage curtains of orange lentil seed surround the rock star. Colorful bedspreads and quilts have been woven from an array of textures and floral materials including green button mums and yellow chrysanthemums, whole orange, red and purple carnations and hot pink roses.

ANIMATION: The fire truck has flashing lights and a siren operating while the wheels are rotating. Blasts of CO2 emit from the rockets of the space vehicles as they sway up and down over a rotating Saturn. Adult float riders interact with the "dreaming" children as each "perform" their occupations. The singer lip syncs to "I'm a Believer." The teacher uses an electronic whiteboard to teach students while the artist paints a picture on an easel. Features a dazzling display of real fireworks at rear of float.

SPECIAL DETAILS ABOUT THE RIDERS: Our riders are some of Discover's best customer services representatives from our call centers in Utah, Arizona, Delaware and Ohio, as well as a few children of our employees based in Illinois. At Discover, we're really proud of our award-winning customer service team—all of whom are based in the US—and their dedication to helping our customers have a brighter financial future. By showcasing them on our float (and giving them a memory that will last a lifetime, too!), we're demonstrating to our customers that we recognize that outstanding service is really important to them.

PARTICIPATING ORGANIZATION INFORMATION: Discover Financial Services is a direct banking and payment services company with one of the most recognized brands in U.S. financial services. Since its inception in 1986, the company has become one of the largest card issuers in the United States. The company operates the [Discover card](#), America's cash rewards pioneer, and offers personal and student loans, online savings accounts, certificates of deposit and money market accounts through its [Discover Bank](#) subsidiary. Its payment businesses consist of [Discover Network](#), with millions of merchant and cash access locations; PULSE, one of the nation's leading ATM/debit networks; and Diners Club International, a global payments network with acceptance in more than 185 countries and territories.