

## 2012 PASADENA TOURNAMENT OF ROSES

Parade Position: 62

**PARTICIPANT:** Dole

**FLOAT THEME:** Preserving Paradise

**BUILDER:** Fiesta Parade Floats (626 610-0974)

**SIGNIFICANCE OF THEME TO DOLE:** Dole's mission is to help people live better, more fulfilling lives, by providing great tasting, all natural, healthy fruit and vegetables conveniently. Dole is also an industry leader in environmental practices, across four main pillars of sustainability: Water Management, Soil Conservation, Carbon Footprint, and Packaging. Dole believes that healthy living includes not just eating well and exercising, but also responsibly managing our natural resources. "Preserving Paradise" celebrates Dole's environmental commitment with vibrant optimism. The images of Thailand beautifully portray the rich diversity of nature, and Thailand is a core growing area for Dole tropical packaged fruits. Dole's environmental practices and respect for natural resources are embedded in our culture and the way we operate in tropical paradise, such as Thailand, as well as in the United States.

**NUMBER OF YEARS IN PARADE:** 2

**HEIGHT:** 30 FEET

**WIDTH:** 18 FEET

**LENGTH:** 55 FEET

**FLOAT DESCRIPTION:** A procession of life-like ceremonial elephants, bedecked in floral jewels and tapestries, lead the float with a sculptured tiger and two leopards joining in this ceremonial event as witness to Thailand's ongoing preservation of wildlife conservation. Dole is honored to salute the ongoing preservation, respect and care of wild and endangered animals in Thailand; Dole is deeply committed to and active in preserving the natural resources in the countries in which it operates, such as Thailand. Considered a sacred and mystical creature, elephants are highly protected and praised in Thailand with Thailand being the home to the Western Forest Complex, which has the potential to hold nearly 2,000 tigers, the largest wild tiger population in the world. Styled after Thailand's opulent royal palaces and temples the splendor of Thailand's ornate architecture takes center stage. Framed by bowls overflowing in fresh fruits and tropical flowers the palace serves as a backdrop to the twenty (20) Thai dancers performing on the float and flanking the float at street level. An elaborate reproduction of a gilded arch temple gate opens to the flourishing wilderness of captivating jungles, oversized sculptured pineapples, bananas and real waterfalls. Graceful palm trees, laden in dendrobium and cattleya orchids, frame four separate waterfalls that gently cascade through mist-draped gardens into tranquil pools. Sculptured butterflies, orchids and colorful Hornbill birds adorn the vibrant colors and lush tropical foliage to complete this exotic masterpiece. Featured throughout this floral masterpiece are fresh and healthy fruits, include bananas, pineapples, mangoes, papayas, peaches, strawberries and blueberries that are grown and were provided by Dole for use on their float.

**FLOWERING DETAIL:** Uniquely Thailand, the intricately carved and ornately detailed pavilion and arched gate are styled after the royal palaces and temples throughout Thailand and are crafted in vibrant yellow strawflower petals, chrysanthemums and Billy Buttons. The elephants are neatly groomed in fine-chopped ming moss with blankets of intricate woven patterns of hot pink and orange roses, vibrant purple Madame Pompadour dendrobium orchid florets, golden yellow and crisp white chrysanthemums with accents of kumquats, cranberries, limes and lemons. The majestic Bengal tiger and leopards come to life with fur from petals of orange, gold and bronze strawflower petals and glossy black onion seed with accents of yarrow, pampas grass and cordon blossoms. The Hornbill birds are artistically crafted using glossy black seaweed and ironed cornhusk cut into feather shapes with accents of dried protea petals and luminous lunaria. Butterflies are created from yellow strawflower petals, vibrant orange marigold petals and lentil seed, blue sinuata statice and black onion seed. Clusters of large bananas are created from fine-cut yellow strawflower petals and oversized pineapples from shades of bronze and gold strawflowers with foliage made from green ti leaves. Crisp white coconut chips and purple dendrobium orchids create the oversize sculpted orchids with chartreuse moss and glossy red kidney beans making up the tropical leaves and fern fronds. Brilliant tropical jungle floors are created with over 50,000 brilliant orange-red Mercedes roses with exotic lush gardens of heliconia, protea, ginger and over 500 colorful anthuriums completing this magnificent floral presentation. Tropical fruits, include bananas, pineapples, mangoes, papayas, peaches, strawberries and blueberries that are grown and provided by Dole, are featured throughout these floral designs.

**ANIMATION:** A dazzling floral display of live and animated entertainment. The elephants move their heads and trunks with life-like movements from the tiger and leopards. Three waterfalls featuring over 1,000 gallons of flowing and cascading recycled water, along with high pressure misting nozzles used to create a gentle fog, add to the tropical mood. Traditional Thai artists and performers, both on the float and along side the float at street level, dance to traditional Thai music and are dressed in authentic attire.

**SPONSOR INFORMATION:** Dole is the world's largest producer and marketer of high quality fruits and vegetables. Dole is committed to creating convenient, healthier, natural products to help people live long and healthy lives, and is committed to preserving nature's abundance. Dole's commitment to implementing sustainable, environmentally friendly, healthy and safe ways to produce their products work hand-in-hand with bringing awareness to Thailand's efforts to call attention to the importance of adapting behaviors in order to conserve Earth's most precious natural resource for generations to come and its steadfast commitment to environmental preservation.