

## 2012 PASADENA TOURNAMENT OF ROSES

Parade Position: 88

**PARTICIPANT:** Kaiser Permanente

**FLOAT THEME:** Every Body Walk

**BUILDER:** Fiesta Parade Floats

(626 610-0974)

**SIGNIFICANCE OF THEME TO KAISER PERMANENTE:** Kaiser Permanente takes a broad and active view of health and has for more than 60 years. We believe that good health is not something that is created solely in a doctor's office but is realized every day by the way we choose to live our lives. We believe preventing illness and injury is as important as treating it. Walking 30 minutes a day, five days a week is the first step toward better health. The Every Body Walk! campaign is powered by Kaiser Permanente. It is an online educational campaign aimed at getting Americans up and moving. A walking hub, [www.everybodywalk.org](http://www.everybodywalk.org), contains news and resources on walking, health information, walking maps, how to find walking groups, a personal pledge form to start walking, as well as a place to share stories about individual experiences with walking.

**NUMBER OF YEARS IN PARADE:** 7

**HEIGHT:** 28 FEET

**WIDTH:** 18 FEET

**LENGTH:** 55 FEET

**FLOAT DESCRIPTION:** Kaiser Permanente takes a broad and active view of health and has for more than 60 years. We believe that good health is not something that is created solely in a doctor's office but is realized every day by the way we choose to live our lives. Healthy choices and the quality of life begin each and every day and the fundamentals of a good, healthy life begins by eating balanced meals and daily exercise. In this whimsical floral scene of Kaiser Permanente's Every Body Walk float, a daily walk is the key to healthy and fun activities. Set amid fanciful sculptured flowers and colorful animated butterflies, this adventurous caterpillar, with all 10 animated "feet" in sync, strolls with walking stick, map, and binoculars in "hands." Even the ladybugs join in. Daily exercise, nutritional food, and healthy choices help build great health. Kaiser Permanente's whimsical float was selected to emphasize the importance of active living and its educational campaign aimed at getting Americans up and moving.

**FLOWERING DETAIL:** The brightly decorated caterpillar has been created with green Kermit button mums, yellow strawflower petals, hot pink carnations, and purple dendrobium orchid florets. He wears a hat, shoes and gloves of white sweet rice and carries a walking stick fashioned from malaleuca bark. Colorful butterflies of orange marigold petals, yellow strawflower petals, blue sinuata statice, and onion seed flutter over sculptured flowers of white coconut chips, yellow strawflower and peach lentil seeds. Yellow and orange roses create the centers of the flowers. Hundreds of red carnations, along with black chive seed, create the ladybugs. Over 40,000 hot pink Topaz roses create gardens lined with bouquets garlands of green Jade roses, green apples and limes, bells of Ireland and hypericum.

**ANIMATION:** On Kaiser Permanente's "Every Body Walk" float, the caterpillar's head, legs, arms and tail move as colorful butterflies flutter their wings. Music from an onboard sound system compliments this fun-filled floral creation.

**INNOVATIONS USED IN BUILDING FLOAT:** The caterpillar "folds" from a height of 28 feet down to 16 feet to enable the float to cross under low wires and the freeway bridge along the parade route. A sophisticated hydraulic system is used to move the numerous animation motions on the caterpillar. Electric motors animate the butterfly wings.

**SPONSOR INFORMATION:** For the seventh year, volunteer employee decorators will help decorate the Kaiser Permanente float in the Rose Parade. All past Kaiser Permanente float entries have won awards including the Director's Trophy in 2011, Extraordinaire Trophy in 2010, Tournament Special Trophy in 2009, Director's Trophy in 2008, the President's Trophy in 2007, and the Director's Trophy again in 2006.