

2018 Rose Parade Float artist rendering

You can transform this sketch into reality



Planting the Seeds of Service

Did you know...

- This will be our 39th Consecutive Entry.
- The float is completely funded by generous donations from Rotarians.
- The Rose Parade is viewed live by approximately 700,000 people.
- The Rose Parade has a television audience over 45 million viewers in the U.S. alone...and millions more worldwide.
- Volunteers donate more than 6,000 hours in preparing decorations and applying them to our Float.



Why the Float?

Paul Harris said, "In the promotion of Rotary, it is important to reach large numbers and you cannot reach them privately."

When Rotary International's directors approved the first entry in the parade over 39 years ago, they saw in it an unrivaled opportunity to bring Rotary's name into public view. They reasoned that an eye-catching float would capture the interest of broadcast commentators and remind the world of Rotary's good works.

And so it has!

The Rose Parade is viewed by approximately 700,000 people, and a television viewing audience of over 45 million in the United States and millions more around the world in more than 200 countries. For the 39th consecutive year we proudly present our float to North America and the world. Each year, more Rotary clubs enthusiastically contribute financial support to this most important Rotary public image project.

Please join your fellow Rotarians and their friends in supporting the 2018 float ***Planting the Seeds of Service***.



Ian Riseley
Rotary International
President 2017-2018



Like many millions of people right around the world, I have seen on television the amazing gathering of floats at the Rose Parade in Pasadena each year. This year, as President of Rotary International, I get to view them up close!

At Rotary, we need to be very conscious of continuously working on our public image, as it is vital that the public understands what we do. It is important for membership development as well as for our relationship with the community.

I congratulate all involved with the float at the Rose Parade. You put Rotary's name and positive image before a huge audience, and it is greatly appreciated. Thank you to all the Rotarians who contribute to this outstanding effort.

See you in Pasadena!



PROMOTING PEACE
FIGHTING DISEASE
PROVIDING CLEAN WATER
SAVING MOTHERS AND CHILDREN
SUPPORTING EDUCATION
GROWING LOCAL ECONOMIES

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This is not a project of Rotary International.

You can help build our float.



Rotary Rose Parade Float Committee