



Office of Public Affairs
Division of University Advancement

Media Advisory

Media Contact

Uyen Mai, Public Affairs, (909) 869-5331

Release No: 0708-031

Online Press Kit: www.csupomona.edu/news/rosefloat.shtml

FOR IMMEDIATE RELEASE

December 2007

DRAGON AND PHOENIX TO BE SPOTTED ON LOCAL STREETS FRIDAY, DEC. 21 Cal Poly Students Drive 50-Foot Rose Float “Guardians of Harmony” to Pasadena Decoration Tent

POMONA, Calif. – If you think driving in Los Angeles traffic is tough, try doing it in a 50-foot float!

Students from the Cal Poly Universities will be taking their self-built Rose float, “Guardians of Harmony,” on its long journey to Brookside Pavilion decoration center in Pasadena on Friday, **Dec. 21**. The float features the watchful duo of a dragon and phoenix and other traditional Chinese elements such as the Great Wall, a pagoda, cherry blossoms and carp.

Because of the float’s obvious potential for traffic distraction, it is transported at night. A light-hearted christening is scheduled at 8:30 p.m. The 4-hour journey from the Cal Poly Pomona Rose Float Lab begins at approximately 10 p.m.

Local trucking company KKW Performance Transportation is assisting students in transporting the float through streets, highways and byways. The route is carefully chosen to ensure room for the float, which measures 50-feet long, 18-feet wide and 22-feet high. The float will travel through 11 cities – including Pomona, West Covina, Temple City, Arcadia and South Pasadena – before arriving at the Brookside Pavilion decoration center near the Rose Bowl Stadium.

AT A GLANCE

WHO: Students building the Cal Poly Universities’ 60th Rose float

WHAT: Fun photo/video opportunity as “Guardians of Harmony” is towed to Pasadena.

WHEN: Friday, Dec. 21. Dedication at 8:30 p.m. Journey begins at 10 p.m.

START POINT: Cal Poly Pomona Rose Float Lab in Building 64, near the 10 Freeway’s Kellogg Drive exit

END POINT: The Brookside Pavilion in Pasadena. south of the Rose Bowl

— more —

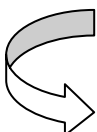
“Guardians of Harmony” is the 60th consecutive entry into the Rose Parade by Cal Poly Pomona and San Luis Obispo students. The Cal Poly Universities project is the only Rose Parade float entry designed, constructed, decorated and financed entirely by students.

From Dec. 23 to Jan. 1, final float preparations, decorating and judging takes place at the Brookside Pavilion in Pasadena.

----- ROSE FLOAT ROUTE FROM POMONA TO PASADENA -----

Directions	Location/Street(s) Traveled	City
Starting Point	Rose Float Lab Building 64 Cal Poly Pomona	Pomona
Begin	Float Lab dirt drive to Citrus Lane	Pomona
Right	Citrus Lane to Kellogg Drive	Pomona
Left	Kellogg Drive to South Campus Drive	Pomona
Right	South Campus Drive to Temple Avenue	Pomona
Right	Temple Avenue to Grand Avenue	Walnut
Right	Grand Avenue to Arrow Highway	West Covina/Covina
Left	Arrow Highway	Covina
Continue West	Arrow Highway becomes Live Oak Avenue	Azusa/Irwindale
Continue West	Live Oak Avenue to Las Tunas Drive	Irwindale/Arcadia
Right	Las Tunas Drive to Agnes Avenue	Arcadia/Temple City
<i>/Rest Stop</i>	<i>McDonalds, 9831 Las Tunas Drive</i>	<i>Temple City</i>
Continue West	Las Tunas Drive to San Gabriel Boulevard	Temple City/San Gabriel
Right	San Gabriel Boulevard to Huntington Drive	San Gabriel/San Marino
Left	Huntington Drive to Fair Oaks Avenue	San Marino/South Pasadena
Right	Fair Oaks Avenue to California Boulevard	South Pasadena/Pasadena
Left	California Boulevard to Orange Grove Boulevard	Pasadena
Right	Orange Grove Boulevard to Rosemont Avenue	Pasadena
Left	Rosemont Avenue to Seco Street	Pasadena
Left	Seco Street (travel on wrong side of street)	Pasadena
Right	Rose Bowl Parking Lot/Brookside Tent site	Pasadena
Finish	Brookside Tent	Pasadena

###



NOTE TO MEDIA: Online press kit with downloadable photos, music and stories available online at <http://www.csupomona.edu/news/rosefloat.shtml>.