



Office of Public Affairs
Division of University Advancement

News Release

Media Contact: **Uyen Mai**
(909) 869-5331, utmai@csupomona.edu
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Cal Poly Universities Seek Creative Float Ideas for 2009 Tournament of Roses Parade

POMONA, Calif. — If two heads are better than one, Cal Poly Rose Float students want to know what everyone in Southern California can come up with.

Cal Poly students in Pomona and San Luis Obispo are inviting the community to submit creative Rose Float ideas into their Design Concept Contest. The winning float concept will become the Cal Poly Universities' 61st consecutive float in the Tournament of Roses Parade.

Aside from having their float seen by millions around the world, the contest winner will also receive two tickets to the Rose Bowl and four tickets to the Tournament of Roses Parade on New Year's Day in Pasadena. The winner may also choose to forego the tickets in exchange for a \$1,000 cash prize.

The contest is simple. Anyone may submit a design concept based on next year's general parade theme, "Hats Off to Entertainment." Entries must convey a completed design for the float. Designs must be portrayed by a black and white sketch or color drawing and can be accompanied by a written description. All entries will be judged by the merit of the idea rather than the quality of the drawing or description. Participants may submit multiple entries. All entries become property of Cal Poly Rose Float.

Contest entries must be received by Friday, Feb. 8, at 5 p.m. Organizers ask that contestants submit their concept with their name, address and phone number placed in a sealed envelope attached to the back of the entry. Entries may be mailed to: Marla Franco, Cal Poly Rose Float, 3801 W. Temple Ave., Pomona, CA 91768.

For more information, contact Marla Franco at (909) 869-3642, e-mail mfranco@csupomona.edu or visit www.cprosefloat.org.

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