



Office of Public Affairs
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News Release

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Cal Poly Universities' Rose Float "Seaside Amusement" Scheduled for Joy Ride to Pasadena

POMONA, Calif. — Before the Cal Poly Universities' 61st Rose Float cruises down Colorado Boulevard on New Year's Day, it has to make its way from Pomona to Pasadena. 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 float, "Seaside Amusement," on its long journey to Brookside Pavilion decoration center in Pasadena on Sunday, **Dec. 21**.

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

Local trucking company KKW Performance Transportation is again assisting students in transporting the float through streets, highways and byways. The convoy is escorted by a special team of officers from the University Police Department to clear a path and ensure safety.

The route (available upon request) 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.

"Seaside Amusement" is the 61st 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. 22 to Jan. 1, final float preparations, decorating and judging take place in Pasadena.

The float features a lively and whimsical seaside boardwalk filled with amusement rides and attractions, including a roller coaster, Ferris wheel, parachute drop, game, food and ticket booths, carousel horses and bumper cars.

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