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For Immediate Release

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Float Designs for City of South Pasadena 2023 Rose Parade Float Accepted Through Social Media

Individuals from around the world now have an opportunity to lend a hand to what the City of South Pasadena's float will look like for the 2023 Rose Parade.

Float design concepts can now be submitted through "Direct Message" on social media.

It has only been days since South Pasadena earned the Founder Award for its most recent float – "Sky's the Limit" – in the 2022 New Year's day spectacle, and it is already gearing up for next year's parade in Pasadena.

"While we are thoroughly enjoying our prize with our latest entry in the Rose Parade, it's time to pick our next entry," said Chris Metcalf, who handles social media for the South Pasadena Tournament of Roses (SPTOR) Committee.

Metcalf points out that the theme for the 2023 parade has to do with "Turning the Corner" and **entry forms can be found on**

both Facebook and Instagram at **SPRosefloat**. The deadline for submissions is January 21, 2022 by 5 p.m.

“Whether that corner is actual—like the one at the famous turn, signaling the parade’s start, or figurative like the unlimited potential that each new year brings – we all enjoy the opportunity of a fresh start,” reads the application form.

“Turning a corner means rising above – alone, or with friends, family, and community, – it means realizing dreams and pursuing possibility. This year, as we turn the corner together, we share in the hope, beauty and joy of what 2023 will bring.”

Metcalf stressed, “You must print and fill out the release completely. All entries will become the property of the SPTOR organization. Just remember, even if your entry isn’t accepted for the next float we build, it could be in the future.”

He noted that the “Sky’s the limit” float, honored for being the most outstanding float built and decorated by volunteers from a community or organization, was submitted in 2011.

The design sketch must be: black and white, in pencil or pen on paper no larger than 8.5” X 11”.

Mail or deliver entries and signed release form to:
South Pasadena Chamber of Commerce
1121 Mission Street
South Pasadena CA 91030

Or mail to:

SPTOR Design Committee
PO Box 3662
South Pasadena CA 91031

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