



South Pasadena Tournament of Roses
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FOR IMMEDIATE RELEASE

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Animals Jam Out to the Music on the 2024 South Pas Float

South Pasadena, CA, Sept. 4, 2023 —Di for the South Pasadena float that will be in the Jan. 1, 2024, Rose Parade® presented by Honda has been chosen. Its title is “Boogie Fever.”

The artist’s rendering depicts five joyful animals holding musical instruments. A smiling giraffe grasps a tambourine in its mouth. An elephant’s trunk has been transformed into a horn instrument. A happy orangutang plays bongo drums. A toucan shakes a pair of maracas. A snake is poised to start spinning a record on an old-fashioned player. Other vinyl platters lay beside it. They are all on a lush bed of colorful tropical flowers and plants.

"The design was chosen from dozens of entries submitted by a variety of individuals from kindergarten students to senior citizens," said Ed Donnelly. He is the president of the South Pasadena Tournament of Roses Committee (SPTOR).

"The design committee studied each of them and ultimately landed on a brilliant concept submitted by Anne Muller," he said. "Renee Hoss-Johnson took Anne's sketch and created a vibrant rendering, as well as a practical guide that we can follow to build the float that you will see rolling down Colorado Boulevard in January."

"Boogie Fever" is the name of a number one hit song from the 1970s by the Sylvers, a Los Angeles-based group. The boogie of that time was a post-disco era musical genre, according to online sources. The animals are jamming along with the recorded song.

SPTOR has obtained the rights to play the tune royalty-free during the parade, according to committee members.

"Boogie Fever" reflects the Tournament of Roses® Parade theme of "Celebrating a World of Music: the Universal Language."

The float also highlights the spirit of South Pasadena.

"We wanted to showcase the exuberance and optimism of our community," Donnelly told a local online magazine in August.

"Our design is a group of tropical animals playing music together in an explosion of joy," he said. "This reflects the energy and enthusiasm of all the young families that have moved into town in the past few years."

Construction of the float has already begun under a massive tent in the parking lot of the War Memorial Building at 435 Fair Oaks Ave. To inquire about volunteering on the construction crew, email

construction@sptor.org . Signups for the deco (decoration) squad begin September 15. Visit www.sptor.org for more information.

The city's entry is completely self-built. Volunteers build and decorate the float. They also sponsor events to raise the \$140,000 needed annually to pay expenses. To donate, visit www.sptor.org .

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