



For Immediate Release:

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La Tortilla Factory and Tamayo Family Lead the 117th Annual Rose Parade

Santa Rosa, California (January 10, 2011)—Three generations of the Tamayo family and employees of La Tortilla Factory will lead this year's 117th Annual Luther Burbank Rose Parade on Saturday, May 21 through downtown Santa Rosa. The Rose Parade is proud to recognize and honor the Tamayo's for their decades of generosity to Sonoma County. In 1977, the Tamayo family first opened La Tortilla Factory and more than three decades later, their traditional tortillas are just a small fraction of the many wholesome specialty baked goods that La Tortilla Factory has to offer. In addition to sharing a piece of their family's heritage with us the Tamayo's are the silent supporters of numerous organizations providing copious donations of time, money and products throughout the community.

Traveling in a horse-drawn wagon, the Tamayo family will be joined by colorful mariachi groups, decorated equestrians, entertaining marching bands, clowns and many more participants adorned with thousands of colorful, fragrant roses. This year's theme, *Rose Town Hoedown* pays tribute to Santa Rosa's colorful and rich history – a

time when horse drawn carriages and wagons in the parade were completely covered with fresh roses and the city was known as the “Rose Town”.

The Parade, not unlike the economy, has had its ups and downs over the past few years. Thanks to businessman Henry Trione and businesses like North Bay Corporation, Redwood Credit Union, Summit State Bank, Friedman’s Home Improvement, Kaiser Permanente and smaller mom and pop companies – the Luther Burbank Rose Parade celebrates 117 years of showcasing our community, its non-profits, schools, businesses and yes, even the clowns, of the place we call home.

For more information on how to *SUPPORT YOUR LOCAL PARADE* as a sponsor, an entry, by providing roses or to help as volunteer – please contact us at 707-523-3728 or visit the web site at roseparadefestival.com.

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