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Rose Parade Celebrates One More Year

Santa Rosa, CA (February 22, 2010) – The 116th Annual Luther Burbank Rose Parade will once again enliven the streets of Downtown Santa Rosa. While the event has struggled over the last few years due to economic difficulties, its historical significance, die-hard supporters and the enthusiasm of little Zoe Valrey will keep it alive in 2010.

This year's Parade on Saturday, May 15 will be led by 10-year old Zoe whose determination to save the parade has encouraged others to step up and help keep the tradition alive in the true *Spirit of Community*.

"I'm a local Santa Rosa grandmother who has passed on my love of our hometown parade to my daughter and sweet granddaughter," says Barbara Bray, Zoe's grandmother. The thought that the parade might end in 2009 was so troubling to little Zoe that she set up a lemonade stand near the parade route on parade day. With the help of her grandmother, Zoe sent her earnings of \$10.29 to the Rose Parade to help insure there would be a parade in 2010.

The Rose Parade board of directors was so moved by Zoe's story that they named her this year's Grand Marshall. Zoe's story has encouraged others to get involved to keep this important community event viable and sustainable. With assistance from Henry Trione and Jim Ratto, there is now a community Advisory Board and funds to help keep it operating. More funding is still needed to keep the parade sustainable. Donations can be made through PayPal at www.roseparadefestival.com.

As Grand Marshall of the 2010 Rose Parade, Zoe will join a variety of floats, clowns, antique horse drawn carriages, a World War II airplane, bikes, and other surprises in this year's procession. The parade will begin at 10 a.m. at E St. and Sonoma Ave., turn west down 4th St., then south on Mendocino Ave., ending at First St.

Parade applications are available online at www.roseparadefestival.com. For more information, to volunteer or sponsor contact the Rose Parade at (707) 523-3728 or email info@roseparadefestival.com. Join us as a Fan of the Parade on Facebook at LutherBurbankRoseParade&Festival.

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