



The Float Profile



Float Theme: HEE HAW

Number of Years in the Rose Parade®: 1

Float Builder: Phoenix Decorating Co.

Float Designer: Michelle Lofthouse

Construction: Height 25 ft., Width: 18 ft., Length: 85 ft.



PASADENA TOURNAMENT OF ROSES

How/why was the theme chosen? RFD-TV begins the celebration for the 40th anniversary of the first airing of HEE HAW, with this salute to traditional, family-oriented "rural" entertainment.

How does this relate to the parade theme? HEE HAW entertained television audiences for years with its unique blend of "corny" humor and musical performances with nearly every traditional country artist appearing over 4 decades, ended each show by taking off their hats and "saluting" the audience from their famous cornfield, which is recreated and repeated along the parade route as part of RFD-TV's 2009 Tournament of Roses® float.

Float Description: Rural America comes to life in all its colorful glory for millions of viewers throughout the United States and around the world in RFD-TV's 2009 Tournament of Roses® float. Introduced by a gigantic, animated and steam-spewing tractor, the 85-foot-long snapshot of down-home activities is highlighted by a 25-foot-tall windmill with spinning blades, an eye-catching rustic barn, and countless examples of the bounty that makes America the "breadbasket" of the world. Natural decorating materials (actual corn, wheat, soybeans, etc.) and over-sized sculptures placed throughout the float highlight a harvest of natural products from America's farmers from around the country. Cast members from HEE HAW are featured, along with a large variety of other HEE HAW costumed float riders, as well as stars from RFD-TV's equestrian programming ride along side of the float. Red, white and blue bunting and American flags add to the visual and emotional appeal of the entry. And, from the large red barn will come the BIG SURPRISE as the doors open to reveal major celebrities, whose live performance will be the embodiment of the "Hats Off to Entertainment" parade theme, and the ultimate "wow" factor for the RFD-TV entry!

Flowering Details: The body of the tractor at the front of the float will be created with green ti leaf and the stack and front of the tractor will be in silverleaf. The sculpted ears of corn will feature yellow strawflower and the cornfield will be real stalks of corn. The barn will be decorated with red chrysanthemums. The jumbo wheat stalks will be accented by actual wheat. The bushel baskets flanking the sides of the float will be filled with potatoes, carrots, pumpkin, cabbage, apples and melons.

Animation: The gigantic wheels on the tractor and windmill will rotate, while the stack will put forth special effects smoke. The windmill and the sunflowers (which stand about 25 ft. tall) will be hydraulically lowered to 16.5 ft. tall to fit beneath a freeway underpass near the end of the parade. The most exciting animation will be offered by the dancers and musicians on the float -- and of course by the surprise celebrity performers that will wow Rose Parade® viewers around the world.

