



A Message from...

Lions Float, Inc.

LFI Is a Non-Profit Corporation
Dedicated to Fund Raising for
Lions Clubs International's Rose Parade Entry

March, 2010



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Support Growing Throughout USA

For the first time in 2009-2010 banner patch sales went nationwide. Lions Float, Inc. extends a special thanks to these clubs for adding their support to this important LCI public relations project.

- Capitol City Lions Club, Dover, Delaware
- Carson City Lions Club, Carson City, Nevada;
- Champaign Lions Club, Savoy, Illinois;
- Harmony Township Lions, Phillipsburg, New Jersey

President's Message

Dear Fellow Lions,

This is the inaugural edition of a newsletter from Lions Float, Inc. It's part of our ongoing efforts to involve as many Lions as possible in the annual production of an outstanding float representing Lions to the over 300 million viewers of the Tournament of Roses Parade.

Thanks to the support of so many Lions in different districts, 2009-2010 was a banner year for our float efforts. Please help us make 2010-2011 even better!

PCC Roger

Design Selection Coming Soon

The design for the 2011 float entry will be selected this month. This year's theme, chosen by the Tournament of Roses president, is "Building Dreams, Friendships & Memories." Designs are provided by float builder Phoenix Co. From them the LFI board selects one, & construction begins almost immediately.

Budget NOW For 2011 Patches

As soon as the float design is selected, the rendering will be forwarded to the patch maker & a message offering this opportunity to support the float will be sent to all clubs in MD4 as well as to clubs in other states that participated last year. THE TIME IS NOW for clubs to budget the \$200 donation that secures not only the patch but also a 2011 Rose Float pin for the club president. Last year over 100 clubs responded to this offer. This year's goal is 200 clubs!

Lions Respond Generously To Initial 2011 Prize Offering

2010-11's first fund raising project was a drawing for a prize of two tickets to the Rose Parade, two tickets to the Rose Bowl game, a December 31 stay at the Rosemead Doubletree Hotel, & transportation to & from the parade & game. The generous response of Lions provided for the estimated cost of the prize and netted slightly over \$2400 as an additional contribution toward the 2011 float's construction. Lion Carla Schultz (Tehachapi Lions, District 4-L1) held the winning ticket, drawn at the MD4 convention, because this "trial run" was so successful, plans are already underway to extend the program in fall 2010 to reach more members & offer two prize packages.

Fellowships Make Great Awards

As districts plan their conventions, purchasing a fellowship is a great way to honor a deserving Lion while supporting the Lions float entry. There are three fellowships, each providing a handsome plaque & a decorative lapel pin. The fellowships are offered for donations of \$300, \$400, or \$500. Samples of the plaques & pins may be seen & fellowships ordered at <http://www.lionsrosefloat.com>.

2010 "Ride of Your Life" Proves a Success

Last year a new special package was offered for four seats on the Lions float. At right is Anastasia Hofer with the glass rose received by each of the riders. Lion David Landesman's club, Covina Breakfast in 4-L2, won a drawing for one seat. Lion David then made the highest bid for it & brought 12-year-old granddaughter Anastasia out from Iowa for the ride. Here are comments from the other riders.



"We both agree that this was the experience of a lifetime! The entire event & people we met were very special."

-Veronica & PDG Dick Walworth

"Thank you for all of your great hospitality & hard work. I will treasure the past four days & talk about them often."

-Lion George Graham



Also at right above are President & Mrs. Wirfs as they add flowers to the float, an annual tradition..