

PASADENA TOURNAMENT OF ROSES

FLOAT ENTRY FACT SHEET 2015

PARTICIPANT: Underground Service Alert of Southern California (DBA DigAlert)

FLOAT THEME: Do It Right --- Call 811

BUILDER: Fiesta Parade Floats (FPF)

BRIEF OVERVIEW OF COMPANY OR ORGANIZATION:

DigAlert was formed on Sept. 13, 1976 in response to a deadly accident. A petroleum pipeline was accidentally breached by a construction crew working on Venice Blvd in Culver City. The explosion took the lives of nine people. An entire city block burned to the ground and millions of dollars of damage resulted. The spark that ignited this deadly inferno became the impetus behind a movement to prevent these tragic accidents. DigAlert has been serving Southern California ever since.

PARTICIPATING ORGANIZATION INFORMATION:

DigAlert today is funded by more than 900 Southern California utilities. Before you dig anywhere contact DigAlert at www.digalert.org or call 811.

It's a FREE public service.

OBJECTIVES / GOALS FOR PARTICIPATION IN THE ROSE PARADE:

HOW / WHY WAS THIS THEME CHOSEN?

Before you stick anything in the ground, including a shovel, make sure you first contact DigAlert at www.digalert.org or call 811. Underground utilities can be just about anywhere on a piece of property. If you hit a gas line, you could start a fire that destroys an entire neighborhood. Strike an electrical line and you could be electrocuted.

DigAlert's free service helps protect you and your investment.

You can prevent serious injuries, floods, fires and/or service interruption simply by contacting www.digalert.org or call 811 to get a DigAlert Ticket, which will be sent to utility companies so they can mark the lines on your property for you to avoid.

HOW DOES YOUR THEME RELATE TO PARADE THEME?

Protect your property and neighborhood by contacting www.digalert.org or calling 811 before any digging is done in your yard. Utilities can be just about anywhere underground on a residential or business property. Prevent injuries, damage to underground utilities and avoid service interruptions simply by going to www.digalert.org or calling 811 for this free public service.

NUMBER OF YEARS IN ROSE PARADE: 2

FLOAT AWARD RECEIVED LAST YEAR (IF APPLICABLE)

Animation Trophy for the 2014 Rose Parade.

HEIGHT: 24 FEET

WIDTH: 18 FEET

LENGTH: 55 FEET

FLOAT CONCEPT DESCRIPTION:

Be inspirational by being a great neighbor! Support your community and take pride in the area in which you live. And when needed, lend a helping hand, but "Do It Right --- Call 811" before undertaking any home improvements to any property that requires digging.

The whole community has shown up to lend a helping hand to install a new bird-house condo. White picket fences line the manicured lawn bordered with colorful hollyhocks and a wisteria pergola. But serious mishaps can happen with do-it-yourself projects. DigAlert and its funding members, approximately 900 Southern California utility companies, want to bring this to the public's attention. They are doing it in a humorous way, but it gets the point across.

A crew of comical canines steadies the teetering birdhouse posts as a drilling backhoe driven by a madcap dog sporadically jerks and sputters up and down as it moves from side to side. Oh, my gosh, the backhoe auger has hit a main water pipe, and now a torrent of water is flooding the scene! Watching the zany backyard dishevelment unfold before are wide-eyed neighbors and feathery friends.

DigAlert's fun float reminds all do-it-yourselfers to avoid these antics. Even if it is just planting a tree as buried utilities can exist just about anywhere on a property. Anytime your plans include digging you need to contact www.digalert.org or call 811. It's a free public service designed to prevent problems and save lives. Do It Right --- Call 811.

FLOWERING DETAIL:

Arrays of materials have been creatively crafted to create the texture of fuzzy animal fur and bird feathers. These include: golden and brown flax seed, curly white coconut chips, dark brown nyjer seed and dried cranberry leaves, gold strawflower petals, orange-red safflower spice, orange

marigold petals, silky grass, uva grass and pampas grass. Astonished and wide-eyed eyes are decorated in black seaweed, green split peas, blue sinuate statice and brown flax seed.

The backhoe is covered in yellow strawflower confetti, black onion seed with silverleaf and eucalyptus leaves to simulate chrome. Crisp white coconut flakes are used to create the white picket fence, garden pergola, sidewalks and curbing.

Fanciful hollyhocks are created from more than 9,000 roses with 3,000 Bombay dendrobium orchids used to simulate wisteria blossoms. Colorful floral gardens of alstroemeria, lisianthus, lilies, waxflower, iris, roses, gerbera, solidago, renunculars, heather, monte casino, liatris, bouvardia, sunflowers and tulips line the lawn of freshly grown soil-less fescue grass.

ANIMATION

DigAlert has created a highly animated and humorous float. The backhoe emits puffs of theatrical “smoke” as the boom rises, lowers and swings from side to side. The auger spins and the birdhouse post teeters back and forth. Real water and CO2 spurts from broken pipes. On-board music add to the fun.

CONSTRUCTION OF MECHANICAL INNOVATION:

A sophisticated hydraulic system allows the float to lower from 24 feet down to 16 feet in less than 45 seconds to travel under the freeway bridge and low wires on the parade route.

FLOAT RIDER NAMES (ages, titles, location on float, relationship to Participant:

Cliff Meidl, Two-time Olympian and Team USA Flag Bearer.

Cliff's amazing story is nothing short of inspiring. After being electrocuted so bad, Doctor's said he would never walk again. Not only did he regain the ability to walk again, he became a two-time Olympian and Team USA Flag Bearer.

More to come.

OUTWALKER NAMES (ages, titles, location on float, relationship to Participant:

None