

## PASADENA TOURNAMENT OF ROSES

### FLOAT ENTRY FACT SHEET 2014

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

FLOAT THEME: **Protecting Your Dream, Right in Your Own Backyard**

BUILDER: **Fiesta Parade Floats (FPF)**

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HOW / WHY WAS THIS THEME CHOSEN?

For most Americans, home ownership is their ultimate dream. After that, fixing up the property to the way you want it often means planning home improvements.

Before you stick anything in the ground, including a shovel, make sure you first contact DigAlert at [www.digalert.org](http://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.

Not only is DigAlert in the Rose Parade for the first time; the company is also fielding the first Tournament of Roses float to promote a public service that could save lives.

You can prevent serious injuries, floods, fires and/or service interruption simply by contacting [www.digalert.org](http://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?

Every American dreams of home ownership. Protect your dream by contacting [www.digalert.org](http://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](http://www.digalert.org) or calling 811 for this free public service.

## SIGNIFICANCE OF THEME TO THE PARTICIPANT:

DigAlert hopes that by being in the Tournament of Roses Parade, it can alert all Americans to this free public service. In Southern California, alone, millions of homes are crammed together in the 9 Southern California counties, all of which could have a dozen or more different utilities under their lawn – including 911. Careless digging could not only damage property, it could shut down the connection to emergency systems, flood streets or cause other service interruptions for a whole area of the city. DigAlert wants to bring this free service to the public's attention.

## NUMBER OF YEARS IN ROSE PARADE:

This is the first year for our float

## FLOAT DESCRIPTION:

HEIGHT: 24 FEET

WIDTH: 18 FEET

LENGTH: 55 FEET

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.

The float's tranquil setting, a manicured backyard lined with colorful hollyhocks, quaint birdhouses and a wisteria pergola, is a catastrophe in the making. A 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 has hit a main water pipe, and now a torrent of water is flooding the scene! Torn up sidewalks add to the calamity. Look out, or you, too, will trip over a curb.

Watch the zany backyard dishevelment unfold before wide-eyed neighbors. DigAlert's fun float reminds all homeowners to avoid these antics. Contact [www.digalert.org](http://www.digalert.org) or call 811. It's a free public service designed to prevent problems and save lives.

## CONCEPT:

*Protecting Your Dream, Right in Your Own Backyard* is designed to alert all homeowners that buried utilities can exist just about anywhere on a property. Prevent having your dream of home ownership turn into a nightmare. Contact DigAlert at [www.digalert.org](http://www.digalert.org) or call 811 prior to any digging around your home or other property.

## 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, 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. Sweet rice is used to create the white picket fence, garden pergola, bird houses, 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 cab, bucket and boom rises, lowers and swings from side to side. Real water spurts from broken pipes, flooding the neighborhood. On-board music and construction noises add to the fun.

## INNOVATIONS USED IN BUILDING THIS FLOAT:

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 RIDERS:

Riding on DigAlert’s 2014 Tournament of Roses Parade float are 8 representatives of the more than 900 utility companies that fund this free public service in Southern California. Each one wears a different color hard hat, symbolizing the types of utilities buried under Southern California homes or marked for excavation or repair:

- Red: electrical
- Orange: communications (telephone, cable TV)
- Green: sewer and storm drains
- Yellow: gas, oil and steam
- Blue: water
- White: proposed excavation
- Pink: temporary survey marking
- Purple: reclaimed water

PARTICIPATING ORGANIZATION INFORMATION:

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.

DigAlert today is funded by more than 900 Southern California utilities. Before you dig anywhere contact DigAlert at [www.digalert.org](http://www.digalert.org) or call 811.

It's a FREE public service.

OTHER EVENTS / PARADE PARTICIPATION:

ADDITIONAL INFORMATION: