



## PIN CATALOG

Updated Moved the 2024-1 Rose Bowl Parade pin to page 6 and identified it as a 2024 Rose Bowl Parade pin. Removed the identification # 2024-2 and identified it as a 2024 pin.

## Rose Bowl Parade History

For years many of us look forward to the Rose Bowl football game and the Rose Bowl parade. Lions Clubs International has an interesting history participating in the Tournament of Roses on New Year's Day in Pasadena, California. It is a history that nearly didn't happen.

"The first Rose Parade Lions entered was in 1948," said Past District Governor Jon Casteel, who is a historian of Lions in the Rose Parade. "They designed, built and rode in the float. But it was so much work, they decided to never do it again."

The Tournament of Roses Parade began January 1st, 1980. It was to be the American version of the festival of Roses in Nice, France. The "Festival of Flowers" forms part of the Nice Carnival, the event that takes place in the French Riviera city of Nice. The Nice Festival of Flowers, or Flower Pageant, began in 1876. Back then, the parade consisted of young women parading timidly along the seafront - the Promenade des Anglais- wearing finery and carrying locally grown carnations. They then performed what is called the "Bataille des Fleurs," (battle of the flowers), in which they threw carnations at one another and the audience. The tradition of the Festival of Flowers has grown into a floral extravaganza.

Since it began, participation in the international event is by invitation only. When the Lions were invited to participate in the 59th Annual Rose parade, it seemed like an opportunity to good to pass up. While the Lions decided to decline invitations from the Tournament of Roses Association, they changed their mind in 1967. Lions entered the parade and showcased a float for the second time on January 1, 1968. However, like their first entry, they handled all the designing, construction and decorating of their float. Again, it proved to be too much work and the Lions vowed to never enter the parade again, according to Casteel.

But in 1992, Lions decided to accept the invitation under the guidance of then International President Donald E. Baker to participate in the parade. The third time was the charm. Lions Float Inc., a non-profit corporation, was formed in 1994 to direct the preparation and funding of the Lions float in the parade. It's a year-round activity involving the designing, fundraising and coordinating of volunteer decoration of the float in December. To raise these funds they depend on Lions members from across the country to support our float. Lions Float Inc. sells a variety of commemorative items and seeks financial donations. LFI.inc is a IRS tax exempt 501 (C3) non profit. The LFI Corporate ID is #954445483. They seek donations in any amount, payable to Lions Float, Inc. and mailed to PDG Ken Myers, 2131 Albright, Upland, California 91784. The Lions Rose Float is the centerpiece for worldwide marketing and membership awareness depicting what Lions do.

The Following pages are from the Lions Float INC web site, [Lions Float, Inc. | Lions Clubs International | Rose Parade](#)

LIONS ROSE FLOAT IS THE CENTERPIECE FOR WORLDWIDE MARKETING AND MEMBERSHIP RECRUITING



Lions Club float in 1993

Lions first displayed a float in the 1948 Rose Parade. Since 1992 Lions Clubs International has continuously presented a float in the New Year's Day Tournament of Roses Parade in Pasadena, California. The parade is viewed by an estimated 400 million people in 85 countries around the world. The production price for the Lions float is a tiny fraction of the cost of purchasing television advertising of this magnitude. It serves as a message to the world that Lions are people who serve others.

Each year LCI's President and 1st Lady ride the float in the parade. Television commentary will once again highlight Lions' service and note the presence of these special units. There will also be four additional places

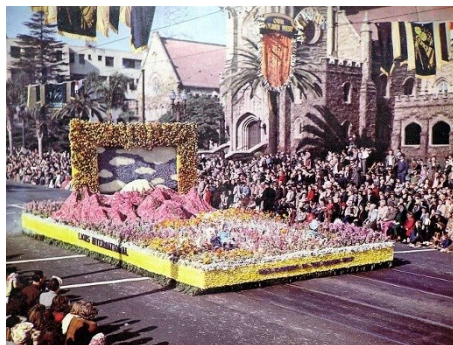
on the float allowing seating for those who choose to purchase a "Ride of Your Life" Package.



Float in 2009

#### LIONS FLOAT, INC IS A SUPPORT GROUP

Since 1994 Lions Float, Inc., a non-profit corporation, has taken charge of directing preparations and funding of the annual float. This year-round activity involves float design, fundraising and organizing and directing volunteers who work on the float decorations. In many cases these volunteers are composed of youth from our Leo clubs. And each year the International President and spouse add at least a few flowers during their visit.



Lions Club Float in the Tournament of Roses Parade in 1948

#### LIONS FLOAT INC. HISTORY

In 1992, under the leadership of then International President Donald E. Banker of Rolling Hills CA, Lions Clubs International entered its third float in the New Year's Day Tournament of Roses Parade in Pasadena and has continued every year since that time.

Two of our Lions entries (1993 & 1994) won awards for the most beautiful float in our category. The 2014 float received the Special Trophy for exceptional merit in multiple classifications. We think all of our floats are beautiful and exceptional that promote our service activities to people worldwide who watch the parade and see the float each year.

Lions Float, Inc., a non-profit corporation, was formed in 1994 to direct the preparation and funding of the Lions float in the Rose Parade. This is a year-round activity involving the designing, fundraising and coordinating of volunteer decoration of the float in December. To raise these funds, Lions Float, Inc. sells a variety of commemorative items such as banner patches, lapel pins, polo & t-shirts, jackets, tote bags, hats and offers fellowships for donations honoring PIP Banker and others.

We welcome the support of Lions all over the world in supporting and decorating the float. What a better way to promote Lionism than to be represented in this widely publicized international parade. Lions International is the largest service organization in the world. We want the world to hear us ROAR!

Lions Float, Incorporated, LIONS FLOAT, INC. (LFI) Designated by the IRS as a not for profit, tax deductible 501(c)3 status organization. Federal ID# 95-4445483

# Rose Bowl Parade Pins



1983



1992



1993



1994



1995



1996



1997



1998



1999



2000



2001



2002



2003



2004



2005



2006



2007-1



2007-2



2008-1



2008-2



2008-3

# Rose Bowl Parade Pins



2009



2010



2011



2012



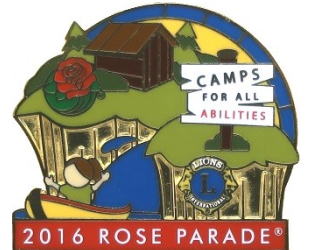
2013



2014



2015



2016



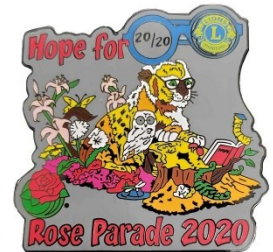
2017



2018



2019



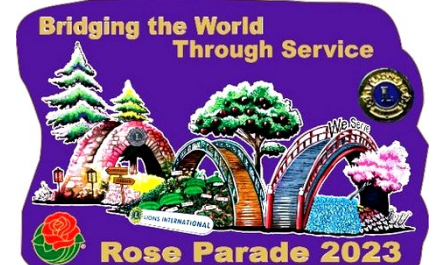
2020

There was no 2021 pin as COVID caused the parade to be cancelled

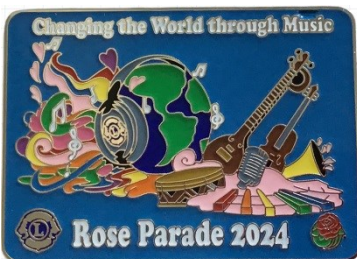
2021



2022



2023



2024

# Rose Bowl Parade Pins By Other Organizations



1986

Torrance Marineland



1986

Kiwanis International



2024

Rose Bowl Parade Pin