



**VISIT NEWPORT BEACH CALLS ON THE COMMUNITY TO ADD FINAL TOUCHES TO THEIR  
2024 ROSE PARADE® FLOAT**

*The destination marketing organization invites locals to experience the magic of the New Year's Day parade, offering multiple decorating dates during December*

**NEWPORT BEACH, CALIF. (November 29, 2023)** – Calling all Newport Beach locals! Visit Newport Beach is thrilled to invite the community to join hands in adding the final touches to their spectacular float for the upcoming Rose Parade®. This is a once in a lifetime opportunity for individuals and groups alike to become an integral part of the magic that graces the nation's screens at the iconic Rose Parade®. In case you missed it, Newport Beach will make its triumphant return to the world-renowned 135th Rose Parade®, set to dazzle spectators on January 1, 2024 in Pasadena, California. Visit Newport Beach's float, aptly titled "Jingle on the Waves," promises to draw attention as the longest float entry in Rose Parade® history. But what truly sets this float apart is its concept—a heartfelt tribute to the beloved Newport Beach Christmas Boat Parade, essentially creating a parade within a parade. The design showcases iconic Newport Beach landmarks like the Fun Zone Ferris Wheel and the Balboa Pavilion, all crowned by a magnificent 20-foot Christmas tree.

The volunteer experience promises a sneak peek into the final stages of float preparation, where a variety of seeds, bark, fruits, vegetables, grasses, and, of course, flowers are meticulously applied by both seasoned professionals and dedicated volunteers. Volunteers as young as thirteen are encouraged to participate in this unique opportunity to contribute to the magic of the Rose Parade®. The volunteering shifts span eight hours, allowing participants to immerse themselves in the behind-the-scenes excitement of float preparation. Please note that all volunteer decorators will be required to sign a waiver and dressing appropriately is key, as float decorating can involve glue and paint. Once you arrive to Phoenix Decorating in Irwindale, CA, check-in begins at the Volunteer Coordinator Table, where you will receive guidance on your responsibilities and be directed to the heart of the action.

Join us in creating an everlasting moment of Newport Beach pride and history at the Rose Parade®. Don't miss this chance to be a part of something truly special! Available volunteer decoration dates include: 12/2, 12/9, 12/16, 12/23, 12/26, 12/27, 12/28, 12/29, 12/30 and 12/31. Please visit <https://airtable.com/appbc54x6ikyah7Yl/shrjXZzV2pqUx1Zzw> to sign up for a volunteer time-slot.

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**ABOUT VISIT NEWPORT BEACH/VISIT NEWPORT BEACH:**

Founded in January 2013, Newport Beach & Company is a non-profit organization established to serve as the official marketing agency for the city of Newport Beach. The agency brings together all of the marketing entities connected to the Newport Beach brand and is designed

to oversee separate business units that include Visit Newport Beach, Celebrate Newport Beach, Enterprise Newport Beach and Newport Beach TV. For more information, please go to [www.VisitNewportBeach.com](http://www.VisitNewportBeach.com).

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