



**Newport Beach Makes a Triumphant Return to the Grand Stage of the 2024 Rose Parade®  
with Record-Setting Entry**

*'Jingle on the Waves' Takes Center Stage Celebrating Unity, Joy, and a Historic 18-Year Comeback*

**NEWPORT BEACH, CALIF. (December 19, 2023)** – Visit Newport Beach is thrilled to announce its triumphant return to the world-renowned 135th Rose Parade®, set to dazzle spectators on January 1, 2024 in Pasadena, California. After an 18-year hiatus, Newport Beach will once again make a splash on the global stage, showcasing its rich history and vibrant community spirit through its record-breaking float entry that pays homage to the city's iconic Newport Beach Christmas Boat Parade. The Rose Parade®, known as "America's New Year Celebration®," is a cherished tradition that captivates millions of viewers around the world. As the parade traverses 5 ½ miles down Colorado Blvd., it features a dazzling array of floral-decorated floats, equestrian units, marching bands, and tournament entries. This year's theme, "Celebrating a World of Music: The Universal Language," perfectly aligns with the spirit of unity and harmony that music brings to people of all cultures and backgrounds.

Visit Newport Beach's float, aptly titled "Jingle on the Waves," promises to draw attention as the longest float entry in 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. Adding to the historic ties between Pasadena and Newport Beach, four former Rose Queens® who call Newport Beach home, will grace the float with their regal presence. This exceptional concept pays homage to Newport Beach's cherished Christmas Boat Parade, a beloved local tradition, and embodies the spirit of unity and joy shared with the world through the Rose Parade®.

"We are elated for Newport Beach's outstanding return to the world-renowned 135<sup>th</sup> Rose Parade, a momentous occasion that marks not only our city's resurgence on the grand stage but also the culmination of an 18-year hiatus," says Gary Sherwin, President & CEO of Visit Newport Beach. "Our record-setting float entry is a masterpiece that encapsulates the very essence of Newport Beach but also makes a powerful statement and tells a compelling story on an impactful scale."

The historic ties between Newport Beach and the Rose Parade presented by Honda, run deep. For many years, parade officials would bring Rose Queen® candidates to Newport Beach's Balboa Bay Club to assess their poise and grace in interacting with people. The Rose Parade has also served as a source of inspiration for Newport Beach's own Christmas Boat Parade. In fact, for many years, the Newport Beach holiday celebration didn't have a Grand Marshal.

Seeking inspiration, they looked to Pasadena, and as a result, they added this symbolic leader to their parade. Generating additional excitement and furthering engagement opportunities with valued meeting planners, Visit Newport Beach conducted an exclusive drawing during IMEX for a coveted "Rosé Getaway: an Iconic Experience." Meeting planners who won the drawing will have the extraordinary experience of riding on Visit Newport Beach's official float and partaking in the 2024 Rose Parade.

**ABOUT NEWPORT BEACH & COMPANY/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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