



2024 Rose Parade® presented by Honda

Float Trophy Winners – Sorted in Alphabetical Order

Award	Description	Participant	Theme	Builder
Americana	Most outstanding depiction of national treasures and traditions	THE COWGIRL CHANNEL	COWGIRLS RULE	PHOENIX
Animation	Most outstanding use of animation	TRADER JOE'S	A ONE, A TWO,...A ONE-TWO-THREE BROCCOLI!	PHOENIX
Bob Hope Humor	Most whimsical and amusing float	THE UPS STORE, INC.	THE BEAT OF ACHIEVEMENT	FIESTA
Crown City Innovator	Most outstanding use of imagination, innovation and technology	CAL POLY UNIVERSITIES	SHOCK & ROLL-POWERING MUSIC CURRENT	SELF-BUILT
Director	Most outstanding artistic design and use of floral and non-floral materials	PASADENA HUMANE SOCIETY / HILL'S PET NUTRITION	FEED THE LOVE	AES
Extraordinaire	Most extraordinary float	VISIT NEWPORT BEACH	JINGLE ON THE WAVES	PHOENIX
Fantasy	Most outstanding display of fantasy and imagination	CITY OF ALHAMBRA	KEEP DREAMING	PHOENIX
Founder	Most outstanding float built and decorated by volunteers from a community or organization	SOUTH PASADENA TOURNAMENT OF ROSES ASSOCIATION	BOOGIE FEVER	SELF-BUILT
Golden State	Most outstanding depiction of life in California	LA CANADA FLINTRIDGE TOURNAMENT OF ROSES ASSOCIATION	FLOWER POWER	SELF-BUILT
Grand Marshal	Most outstanding creative concept and float design	AMERICAN ARMENIAN ROSE FLOAT ASSOC.	ARMENIAN MELODIES	AES
International	Most outstanding float from outside the United States	CODING FOR VETERANS	SOUNDS OF SUCCESS	PHOENIX
Isabella Coleman	Most outstanding presentation of color and color harmony through floral design	CORE KIDNEY FOUNDATION	GIFT OF LIFE: A TUNE THAT NEVER FADES	PHOENIX
Judges	Most outstanding float design and dramatic impact	ONELEGACY DONATE LIFE	WOVEN TOGETHER-THE DANCE OF LIFE	FIESTA
Leishman Public Spirit	Most outstanding floral presentation from a non-commercial participant	ROTARY ROSE PARADE FLOAT COMMITTEE	CLEAN WATER - THE MUSIC OF LIFE	PHOENIX
Mayor	Most outstanding float from a participating city	BURBANK TOURNAMENT OF ROSES ASSOCIATION	CATERPILLAR MELODY	SELF-BUILT
Past President	Most outstanding innovation in the use of floral and non-floral materials	VISIT LAUDERDALE	EVERYONE UNDER THE SUN	AES
President	Most outstanding use and presentation of flowers	KAISER PERMANENTE	SYMPHONY OF YOU	FIESTA
Princess	Most outstanding floral presentation among entries 35 feet and under in length	CITY OF TORRANCE	THE LYRICAL CALL OF NATURE	FIESTA
Queen	Most outstanding presentation of roses	SIERRA MADRE ROSE FLOAT ASSOCIATION	ENCHANTED MUSIC BOX	SELF-BUILT
Showmanship	Most outstanding display of showmanship and entertainment	LOUISIANA OFFICE OF TOURISM	EXPLORE LOUISIANA	FIESTA
Theme	Most outstanding presentation of the Rose Parade Theme	WESTERN ASSET MANAGEMENT	TOGETHER IN HARMONY	PHOENIX
Tournament Volunteer	Most outstanding floral presentation of the Rose Parade Theme among floats 35 feet and under in length	KIWANIS INTERNATIONAL	SERVING IN HARMONY	PHOENIX
Wrigley Legacy	Most outstanding display of floral presentation, float design and entertainment	DOWNEY ROSE FLOAT ASSOCIATION	RHYTHM OF THE CARRIBBEAN	SELF-BUILT
Sweepstakes	Most beautiful entry: encompassing float design, floral presentation and entertainment	SAN DIEGO ZOO	IT ALL STARTED WITH A ROAR	AES