



118th Tournament of Roses®



ROSE PARADE & ROSE BOWL GAME

January 1, 2007

ROSE PARADE

As announced by Pasadena Tournament of Roses Association President Paul L. Holman, the theme of the 2007 Rose Parade will be *Our Good Nature*. The parade is set for **Monday, January 1, 2007** and will begin promptly at **8 a.m.** (PST).

- The parade route starts on South Orange Grove Boulevard at Ellis Street and proceeds north, then east on Colorado Boulevard to Sierra Madre Boulevard, and north on Sierra Madre Boulevard to Villa Street. (**See page 10 for link to route map.**)
- **Sidewalk (curbside) viewing** is available at no charge on a first-come, first-served basis. The Pasadena Police Department has rules for curbside viewers. For information, call the police department at (626) 744-4501 or write to the Police Department, Special Event Planning, 207 N. Garfield Ave., Pasadena, CA 91101.
- **Overnight parking** on streets adjacent to the parade route begins **December 31 at noon**, for that evening only. Be aware of posted parking criteria; parking regulations will be enforced.
- For information on **official grandstand parade seating and parking**, see page 4.

Visitors are encouraged to call the toll-free **Holiday Hotline**, (877) 793-9911; the **Visitors' Information Line**, (626) 449-ROSE; contact the **Tournament of Roses office** at (626) 449-4100; or visit www.tournamentofroses.com.

ROSE BOWL GAME

Following the Rose Parade, the Rose Bowl Game will be held at **2 p.m.** (PST) on **January 1, 2007**. The game is held at the Rose Bowl, 1001 Rose Bowl Dr., Pasadena.

- The Rose Bowl Game is a contractual sell-out each year, with the majority of the tickets distributed by the participating teams and conferences.
- Every person must have a ticket to enter the stadium for the game, including each child, even if the child sits on an adult's lap.
- A limited number of game tickets will go on sale to the general public through Ticketmaster on a date to be determined in December. On or after that date, orders

can be placed by calling (213) 365-3675 or by visiting www.ticketmaster.com. There will be a maximum of two tickets per call and four tickets per person.

- A limited number of game tickets will also be made available to Pasadena residents at the Pasadena Civic Center Box Office (300 E. Green St.) on a date to be determined in December.
- Fans can reserve the right to purchase Rose Bowl Game tickets if their favorite team makes it to the championship. This service is available through www.ticketreserve.com. See website for further information.

TIPS FOR VISITORS

The Pasadena Police Department has a comprehensive plan to facilitate traffic flow and minimize driving difficulties, but those attending the festivities are urged to plan ahead. The following tips are offered for visitors:

- Plan your route in advance. Know how to reach your destination; determine which available freeway offramp will place you closest to your destination. **(See page 10 for link to route map.)**
- Arrive early! Allow extra time for traffic, parking and security. The sooner you arrive, the better place along the parade route you will get. Plan on arriving no later than 6 a.m. After 6 a.m., only ticket holders and vehicles with parking passes will be allowed west of Fair Oaks Avenue on Colorado Boulevard.
- Know where you will sit during the parade. If you have reserved grandstand seats, determine exactly where they are located. If you do not have seats, decide in advance where you will view the parade.
- If you plan to leave Pasadena immediately after the parade, park on the side of the parade route that is nearest your next destination. For example, if you live in Los Angeles and plan to sit along Colorado Boulevard during the parade, park on the south side of Colorado. This way, you'll avoid having to cross major parade streets, which will be jammed with pedestrians after the event.

VISITORS WITH DISABILITIES

The City of Pasadena and a volunteer group coordinate three viewing areas along the parade route that are reserved for people with disabilities. At one of the three viewing areas there is also a section with audio description for the visually impaired, and another section with sign interpreters for the hearing impaired. No seats are provided; viewers need to bring their own chairs, cushions, stools, etc. Space in the viewing area must be reserved in advance. Available space is generally filled by December 8. For information about the viewing areas, contact Robert Gorski, Accessibility Issues Coordinator, City of Pasadena, after September 1 at City Hall, 100 N. Garfield Ave., Room 323, Pasadena, CA 91109-7215 or at rgorski@cityofpasadena.net. Beginning October 1, application forms may be requested by calling a voice mail box at (626) 744-ROSE (7673). Tickets for wheelchair accessible seating at other locations are sold through Sharp Seating **(see page 4.)**

The Braille Institute produces a **Braille Parade Program Guide** for persons with visual impairment, containing detailed descriptions of each float, band and equestrian unit.

These special guides will be available at the audio description viewing section on Colorado Blvd. during the parade, as well as at the Post-Parade Showcase of Floats. A special four-track recorded version of the Rose Parade highlights is also available on cassette. To receive a free copy of the Braille Parade Program Guide or the four-track recording, call (800) BRAILLE.

For the **Rose Bowl Game**, tickets for disability seating can be obtained in advance from the Tournament of Roses and both participating universities. One companion ticket may accompany a disability ticket. On Game Day, remaining disability seating may be obtained on a first-come, first-served basis by going to one of the Customer Service Offices, located at Tunnel 28, the entrance to the Press Box, or inside the Stadium next to Gate D.

Parking for disabled guests is immediately adjacent to the Rose Bowl Stadium in Lots B, D and F. All vehicles must display a valid handicap placard and the disabled guest must be prepared to present identification upon entry. There is a \$25 parking fee per vehicle.

A **passenger drop-off** area for disabled guests is available in Parking Lot B.

Disabled guests may enter the Stadium at any of the eight stadium entry gates. If needed, ask a gate supervisor for assistance.

Assistive listening devices are available upon request. Contact the Rose Bowl Administrative Office at Tunnel 28 for additional information.

TRANSPORTATION

The Metro Gold Line makes it easy to get to the **Rose Parade** from Union Station in downtown Los Angeles. Exit at Memorial Park, Lake, Allen or Del Mar stations; all are just a short walk from the parade route.

The Metro Bus System will provide regular service to areas near the Rose Parade, Rose Bowl Game and post-Parade areas. Bus routes will originate from locations throughout the county.

For additional information on the Metro Rail and Metro Bus systems, call the Metro Information line at (800) COMMUTE/266-6883 or visit www.mta.net; hearing-impaired, call (800) 252-9040.

The San Bernardino Metrolink line will operate on New Year's Day to transport riders to and from L.A.'s Union Station. To obtain departure and arrival times, call (800) 371-LINK or visit www.metrolinktrains.com. Note: **Only** the San Bernardino Metrolink line will operate on January 1, 2007; no other lines will be operational.

The city of Santa Monica's **Big Blue Bus** offers round-trip transportation packages from Santa Monica. For information and tickets, call (310) 451-5444.

For the **Rose Bowl Game**, Metro will provide regular bus service to areas near the Stadium. Buses are equipped with wheelchair lifts.

A **free shuttle service** will be available on game day from the corner of Union Street and Pasadena Avenue in Old Pasadena. The shuttle will run continuously from 10 a.m. until about two hours after the end of the game. Shuttle passengers will be picked up at the

Rose Bowl between Gates B and C. Parking fees in Old Pasadena range from \$5-15 per vehicle. Shuttles are equipped with wheelchair lifts.

OFFICIAL TOURNAMENT OF ROSES PARADE SEATING AND PARKING

Reserved grandstand seating and parking for the parade can be obtained through Sharp Seating Company through December 31, 2006. Tickets are sold at face value. Every person, **regardless of age**, must have a ticket to sit in the grandstands. Ushers will assist you in finding your seat.

Sharp Seating Company

(626) 795-4171; fax (626) 449-3967

www.sharpseating.com

Parade seating: \$40-85

Parking: Cars \$25, RVs \$150

PARADE PARKING

Paid parking is available on a first-come, first-served basis at numerous lots and structures near the parade route, including:

Parking Lots

Boston Ct. and Mentor Ave.
Union St. and El Molino Ave.
Euclid Ave. and Union St.
Raymond Ave. and Union St.
40 N. Mentor Ave. near Lake Ave.
465 E. Union St. near Los Robles Ave.
44 S. Madison Ave. near Green St.
462 E. Green St. near Los Robles Ave.
Colorado Blvd. and Los Robles Ave.

Structures

33 E. Green St. near Fair Oaks Ave.
45 S. Delacey Ave. near Colorado Blvd.
150 E. Holly St. near Arroyo Pkwy.

Overnight parking on Pasadena streets begins at noon the day before the parade, for that evening only. All "No Parking" areas and red curb zones remain off-limits, and vehicles in violation will be subject to impound and a fine.

There is no parking allowed on the parade route. Illegally parked vehicles will be impounded.

ROSE BOWL GAME PARKING

Beginning at 8 a.m. on game day, parking for automobiles and RVs is available on the Rose Bowl Stadium property for a fee, on a first-come, first-served basis. Parking for cars is

\$25 and is stack parking. Parking for recreational vehicles is available on the south side of the Rose Bowl at Brookside Park, in the Arroyo Seco for \$50.

Overnight RV parking is available at Brookside Park for \$85 per RV per night, starting at noon on December 28 and running through noon, January 2. RVs must be fully contained; no hook-ups will be available. Space is limited; first-come, first-served. Reservations not accepted. For additional information, call the Tournament of Roses at (626) 577-3100.

Free shuttle buses are available from Parsons Engineering parking lot at the corner of Fair Oaks Avenue and Holly Street in Pasadena. There is a \$6 fee for parking at the Parsons lot. Return service is available for one hour following the game. Reserved parking at Parsons can be purchased in advance by calling (626) 440-2844.

OFFICIAL TOURNAMENT OF ROSES TOUR PACKAGE

Tour Office (626) 449-9550, ext. 347; fax (626) 440-5186

The Tournament of Roses offers an official Rose Parade Tour Package, and an official Rose Parade and Rose Bowl Game Tour Package. These packages include guaranteed parade and/or game tickets, hotel accommodations in Pasadena, motorcoach transportation, buffet breakfasts, optional excursions, and more. Call for information or visit www.tournamentofroses.com.

AAA TOUR PACKAGES

SPORTS EMPIRE

Contact your local AAA office (see page 10)

2-NIGHT PACKAGE—Arrival December 31

Includes hotel accommodations at The Westin Los Angeles Airport, reserved grandstand seating for the Tournament of Roses Parade, official Tournament of Roses Parade program, continental breakfast and box lunch (on parade day), round-trip transportation to the parade, and transportation to and from Los Angeles International Airport. (See prices below.)

3-NIGHT PACKAGE—Arrival December 30

Includes everything shown above, PLUS parade float construction and sightseeing tour on December 31. (See prices below.)

4-NIGHT PACKAGE—Arrival December 29

Includes everything shown above PLUS an all-day trip to Universal Studios on December 30.

OPTIONAL POST-PARADE VIEWING - \$35

After conclusion of the Rose Parade, transfer to Victory Park to view the floats up close at the end of their journey.

Prices shown are per person:

Two Night Package: Single: \$560; Double: \$495; Triple: \$460; Quad: \$425

Three Night Package: Single: \$750; Double: \$625; Triple: \$575; Quad: \$530

Four Night: Single: \$960; Double: \$775; Triple: \$710; Quad: \$655

Extra Nights: Single: \$150; Double: \$75; Triple: \$55; Quad: \$45

For children ages 15 and younger, if two paying adults are in the room, up to two children may travel at 50% off the adult rate.

TAUCK WORLD DISCOVERY

Contact your local AAA office (see page 10)

Tauck offers a five-day, land-only package which includes transportation, accommodations at the Beverly Hilton (in the heart of Beverly Hills), nine meals, a behind-the-scenes float-construction tour, tickets to Bandfest, a Hollywood sightseeing tour, special dinners and open-bar cocktail parties throughout the tour, lunch and wine tasting at the San Antonio Winery in Los Angeles, *The Glory of Christmas* performed at the Crystal Cathedral, a tour of the Getty Museum, a Warner Bros. VIP Studio Tour, a private New Year's Eve Gala, and reserved grandstand seating for the Rose Parade.

5-DAY PACKAGE – December 29-January 2

Price per person (excludes airfare):

Single: \$3,426 Double: \$2,890 Triple: \$2,798

Tauck also offers Championship Rose Bowl Game tickets for an additional \$525 per person. Seats are near the end zone. Ticket includes transportation to and from the game, a souvenir program and a deluxe box lunch.

OTHER PACKAGE TOURS

The companies shown below offer Tournament of Roses Tour Packages and are listed solely to provide public information. They are **not** endorsed or recommended by the Pasadena Tournament of Roses Association or the Automobile Club of Southern California.

AL BROOKS TOURS

900 Wilshire Blvd., #104
Los Angeles, CA 90017
(800) 228-4849; fax (213) 626-4808

BARRY'S TICKET SERVICE

16161-A Ventura Blvd.
Encino, CA 91436
(818) 990-8499 or (800) 752-2333; fax number N/A

CUSTOM LEISURE SERVICES

2500 San Antonio Crescent E.
Upland, CA 91784
(909) 985-8282; fax (909) 982-2153

IMMETTA'S TICKET SERVICE

1778 Newport Blvd.
Costa Mesa, CA 92627
(949) 642-8542 or (800) 788-4538; fax (949) 631-4600

SPECIAL EVENTS SERVICES (SES INC.)

1891 N. Gaffey St., Ste. M
Los Angeles, CA 90731-1268
(310) 831-1761 or (800) 738-6739; fax (310) 831-2528

SPECIAL EVENTS

Unless noted, call the Tournament of Roses Association at (626) 449-4100 to confirm dates, schedules and locations. For recorded event information, call (626) 449-7673.

PRE-PARADE FLOAT-VIEWING

December 28-29, 9 a.m.-6 p.m.
December 30, 11 a.m.-6 p.m.
December 31, 11 a.m.-1 p.m.

See floats in the final stages of being decorated at **Rosemont Pavilion**, 700 Seco St., Pasadena; **Brookside Pavilion** (accessible to mobility-impaired viewers), west side of the Rose Bowl Stadium; the **Rose Palace**, 835 S. Raymond Ave., Pasadena; and the **Buena Vista Pavilion** at City of Hope, 2144 Buena Vista, Duarte (accessible to mobility-impaired viewers).

Advance tickets are available through Sharp Seating Company at (626) 795-4171; \$5 for any two visits to the viewing areas.

EQUESTFEST

Los Angeles Equestrian Center
480 Riverside Dr., Burbank
December 29, 11:30 a.m.-3 p.m.

Meet many of the equestrians you will see in the Rose Parade, stroll through the stables, learn about the various tack and many different breeds, and talk to the riders. Take advantage of one-of-a-kind photo opportunities. Enjoy ongoing equestrian performances, and trick riding and roping as the "Wild West" is brought to life. There will also be live music and food and beverage concessions.

Advance tickets are recommended and are available through Sharp Seating Company at (626) 795-4171. Admission is \$8 per person; ages 5 and younger are free; parking is \$4 per car. Tickets will also be available for purchase on the day of the event at the Equestrian Center starting at 10:30 a.m.

This event is always RAIN OR SHINE.

BANDFEST

Pasadena City College Stadium
1570 E. Colorado Blvd.
December 29, 2-4:30 p.m.
December 30, 10 a.m.-12:30 p.m. and 2:30-4:30 p.m.

Bandfest features the award-winning marching bands from the parade performing their routines.

Advance tickets for Bandfest are available through Sharp Seating Company, (626) 795-4171. Prices are \$10 per person; ages 4-12, \$5; ages 3 and younger, free. Bandfest is presented by Remo USA.

POST-PARADE: A SHOWCASE OF FLOATS

Following the parade, the public is invited to view Rose Parade floats up close on Sierra Madre Boulevard, between Paloma Street and Sierra Madre Villa Avenue, and on Washington Boulevard between Sierra Madre Boulevard and Woodlyn Road. **(See page 10 for link to map.)**

This area will be congested and street parking is limited; allow sufficient time to arrive and park.

Shuttle service to the float showground will be available from the following Park and Ride locations, January 1 from noon-3 p.m. and January 2 from 7:30 a.m.-3 p.m.

- Pasadena Community College, 1570 E. Colorado Blvd. (enter off Del Mar Blvd.)
- Community Education Center, 3035 E. Foothill Blvd.
- Rose Bowl, North Arroyo Boulevard and Seco Street – Parking Lot I

Viewing times:

- January 1, 1–5 p.m. (ticket sales end at 4 p.m.)
- January 2, 7–9 a.m. (Reserved for seniors, mobility-impaired visitors, and special tours only.)
- January 2, 9 a.m.–5 p.m. (ticket sales end at 4 p.m.)

Allow two hours to see all the floats. There will be a lot of walking; wear comfortable shoes. **And don't forget your camera!**

Admission \$7 per person; ages 5 and younger admitted free. Advance tickets are recommended and can be ordered from Sharp Seating Company, (626) 795-4171.

This event is always RAIN OR SHINE.



For more information on membership, travel, vehicle purchasing, financial services and insurance services, contact any of the Auto Club offices listed below. (Auto Club offices DO NOT provide tickets or parking reservations for the Tournament of Roses.)

	Alhambra/San Gabriel	626.289.4491		Montebello	323.725.6545
*	Anaheim	714.774.2392		Montrose	818.249.3971
*	Anaheim Hills	714.921.2850		Murrieta	951.304.3077
*Δ	Arcadia	626.294.4540		Newport Beach	949.476.8880
Δ	Bakersfield	661.327.4661		Northridge	818.993.1616
	Bishop	760.872.8241	*	Oceanside	760.433.6261
*	Burbank	818.843.2833		Palm Springs	760.320.1121
	Camarillo	805.389.3523		Pasadena	626.795.0601
*	Chino	909.591.9451	†	Porterville	559.784.6500
*	Chula Vista	619.421.0410		Poway/Sabre Springs	858.486.0786
*	Corona	951.808.9624		Rancho Cucamonga	909.980.0233
Δ	Costa Mesa	714.427.5950	**	Rancho Sta. Marg. (Penske Toyota)	877.640.7300
*	Crenshaw	323.421.1540		Redlands	909.793.3357
	Culver City	310.390.9866	*Δ	Riverside	951.684.4250
	Del Mar	858.481.7181		San Bernardino	909.381.2211
Δ	Diamond Bar	909.444.0299		San Clemente	949.489.5572
	Downey	562.861.2231	*	San Diego – Clairemont	858.483.4960
++	El Monte (Longo Toyota)	800.397.4530		San Diego – Mission Valley	619.233.1000
*	Encinitas	760.635.1020		San Luis Obispo	805.543.6454
*Δ	Escondido	760.745.2124		Santa Barbara	805.682.5811
	Fullerton	714.871.2333	*	Santa Clarita	661.259.6222
	Glendale	818.240.2200	*Δ	Santa Maria	805.922.5731
	Glendora	626.963.8531	*	Santa Monica	310.453.1909
Δ	Grossmont	619.464.7001	*	Simi Valley	805.522.7330
	Hemet	951.652.6202	†	South Los Angeles	323.754.2831
*	Huntington Beach	714.848.2227		Temecula	951.694.9403
	Inglewood	310.673.5170		Thousand Oaks	805.497.0911
	La Quinta	760.771.1162	*	Torrance	310.325.3111
	La Verne	909.392.1444		Tustin	714.973.1211
**	Ladera Ranch	949.347.2940		Upland/Ontario	909.981.2961
*	Laguna Hills	949.951.1400	Δ	Van Nuys	818.997.6230
	Lancaster	661.948.7661	*Δ	Ventura County	805.644.7171
†	Lompoc	805.735.2731		Victorville	760.245.6666
Δ	Long Beach	562.496.4130		Visalia	559.732.8045
Δ	Los Angeles	213.741.3686		West Hollywood	323.525.0018
*	Los Cerritos	714.821.9220		West Los Angeles	310.914.8500
	Manhattan Beach	310.376.0521	*	Whittier	562.698.3721
				Woodland Hills	818.883.2660

Unless otherwise noted, all offices are open Monday-Friday, 9 a.m.-5

- * Open Saturday, 10 a.m.-2 p.m.
- † No Travel Agency services available.
- ++ Travel Services Available Tuesday-Saturday, 10 a.m.-6 p.m. No DMV Services.
- ** Open Monday-Friday, 10 a.m.-6 p.m.; Saturday, 10 a.m.-2 p.m.
- Δ Offices with Claims Service

[Rose Parade Route Map](#)

[Rose Parade Vicinity Map: Accommodations](#)

Although information presented in this publication has been carefully researched and was as accurate as possible at press time, the Automobile Club of Southern California is not responsible for any changes or errors that may occur. Phone numbers listed herein may have changed; it is wise to verify information immediately prior to your visit.