



Torrance Rose Float Association Newsletter

President's Message | January 2026

Hello all,

Welcome to a new year. *Welcome* is also the new theme for the 2027 Tournament of Rose's Parade. President Terry Madigan announced, "The theme celebrates the simple joy of belonging—that feeling that you're always welcome, no matter who or where you are. It's the warmth of family—whether related or chosen, the love of good friends, and the welcoming embrace of community."

I can't wait to see what our high school students concept drawing will look like this year. They have such great imagination and ideas that are very grand. I don't think I had thought providing ideas as a student at North High many years ago.

A big Thank You to you all who help donate whether it was your time decorating, donations big or small. We had an amazing award-winning year. Once again Torrance won the Princess Award, recognized as the most outstanding floral presentation for floats 35 feet and under.

We had a record year of volunteers which led us to having to turn away decorators. With 160 volunteers, the decorating spots were completely booked by early December. TRFA will establish a waiting list and a waiting protocol to hopefully get all those who want to participate a chance. I know everyone has the best of intentions when they sign up, but hey the flu, and other events come up that prevent you from attending your scheduled day. More details to follow in the upcoming months.

Thank you all for your continued support for the Torrance Rose Float Association.

Roseanne Villalobos
President



2026 Float Design Contest Winner Elizabeth Le

From the moment I had been selected as the designer of Torrance's 2026 Rose Float, I was ecstatic and proud that my work was seen and recognized. As October was rolling in, I was asked to come and be a test rider for the float with my older brother. When arriving, seeing the float's frame for the first time made me realize how significant and meaningful this float was to Torrance. It gave me a sense of pride knowing that I would have a chance to represent the city I've lived in my whole life.

When seeing my float fully come to life on officials night, I was mesmerized. How could my simple sketch become something of such scale? Watching this concept-to-reality process shows not only the pride of Torrance's community but also the hard work put into this project.

Judging Day is one of the biggest highlights of my experience. Seeing the lights, music and finishing touches being applied to the float gave it so much life. The cheers on the sidelines on judging day was phenomenal, the energy was incredible and made the moment so much more memorable.

Despite the rain it was truly a beautiful day. Even though my hands and feet were numb from the freezing weather, I didn't let it deter me from having one of the most unforgettable days of my life. Interacting with the crowd was one of the most moving experiences of the ride. Waving to the many people around the world, many of which watching through windows or balconies, saying "Happy New Year!" to those passing by and seeing the joy and excitement throughout everyone's faces. This joy illuminated me so much my cheeks had gotten sore by the end of it.

Ever since I was in middle school, I had always been set on going to art school. However, I was hesitant of this career because of the many "it's just a hobby" or "you won't make enough money" statements, I had carried these thoughts going into high school. My freshman year I decided to opt out of art to do something more practical. Feeling the urge to create, I couldn't let those around me diminish my passions and dreams for my future. I had submitted a portfolio to the art teacher my sophomore year in hopes to skip to art 3 which I got into. It had reignited my passion for art and gave me the opportunity to compete for the Rose Float design contest and many more. Currently, I'm in AP drawing and planning on pursuing my passion for art in college.



2026 Torrance Rose Float Decorating Days Volunteer Decorators Hard at Work!



HISTORY AND HEART

TORRANCE ROSE FLOAT ASSOCIATION





Hello everyone!

My name is Brianna Vaca, and I am the newest media correspondent for the Torrance Rose Float Association. I recently graduated with my bachelor's degree in journalism at California State University, Dominguez Hills.



I am really excited to be a part of this and hope you all enjoy what's to come in the next few newsletters.

This was actually my first time volunteering for the TRFA and I can't believe I haven't done it sooner! It was such an amazing experience! I had the opportunity to meet and work with so many different individuals and learned so much about what it takes to decorate a float as big as the Torrance one!

On top of being able to volunteer for the decorating aspect, I also had the opportunity to attend the "petal" ceremony back in December where I had an opportunity to interview several individuals including Mark Leavens, the 2026 Pasadena Tournament of Roses President, Serena Hui Guo, the 107th Rose Queen, and Mike Abboud, Chief Creative Officer of Fiesta Productions and Float Designer.

I was also able to interview several different volunteers from the three days I attended and will be sharing those interviews in newsletters to come! So, stay tuned!

That's all from me for now and I will see you in next month's newsletter!

Thank you,
Brianna Vaca
Media Correspondent



2026 City of Torrance Rose Parade Float Merchandise



BACK



FRONT

**Souvenirs
Available at
the 2026
Celebration
Dinner**



City of Torrance

Together in Harmony



**2026 Float Decorator Pin
\$5.00**

**T-SHIRTS
Short Sleeve: \$20.00
Long Sleeve: \$25.00**

IT COSTS \$300K+ TO BUILD A FLOAT

**WHILE THE CITY HELPS, IT DOES
NOT COVER THE FULL COSTS**

**TORRANCE
ROSE FLOAT ASSOCIATION
NEEDS YOUR HELP**

WHERE YOUR MONEY GOES

- **THE OVERALL BUILD**
- **TOURNAMENT OF ROSES ENTRY FEE**
- **QUALITY FLOWERS**
- **VOLUNTEER BUSES**
- **VOLUNTEER FOOD AND DRINKS**
- **BESPOKE FUNDRAISING MERCHANDISE**
- **CELEBRATION DINNER TO RECOGNIZE THE STUDENT DESIGNER, VOLUNTEERS, AND THE TORRANCE COMMUNITY**

As a ***special thank you*** to all new and returning members that register prior to August 1st, we are offering one free ROSE VIAL to be placed on the Torrance Float and ride down Colorado Blvd on the day of renewal, January 1st, 2027.



MEMBERSHIP DRIVE ROSE VIAL ORDER FORM

It takes over 10,000 roses to cover the city of Torrance float every year. Each rose is placed in an individual vial and is hand placed on the float. We invite you to purchase a rose vial on the City of Torrance Rose Float in the Pasadena Tournament of Roses Parade. Each vial will carry the name of someone special as designated by the donor or you can just donate a rose vial. Simply fill out the form below and we'll do the rest for you. All donations help support the city of Torrance Rose float. **FIRST ROSE VIAL IS FREE WITH MEMBERSHIP RECEIVED PRIOR TO AUGUST 1ST, 2026.**

(Please Print)

Purchaser Name: _____ Email: _____

Address: _____

Phone: _____

I do not need a message card:

Suggested minimum donation is \$10.00 per vial.

EARLY Membership renewal-one free Rose Vial and message: \$0.00

Number of Vials _____ Amount enclosed \$ _____

Name or dedication on the vial: 1. _____

2. _____

3. _____

Add additional vials below.

Please mail checks to; TRFA Attn: Rose Vials 4733 Torrance Blvd. #234, Torrance, CA 90503.



TORRANCE ROSE FLOAT ASSOCIATION

2026/2027 Membership Application

February 1, 2026 to January 31, 2027

MEMBERSHIP

NEW

RENEWAL

Interested in volunteering

YES

NO

Primary Member Name:

First:

Last:

Address:

City:

State:

Zip:

Home Phone:

Mobile Phone:

Email Address:

May Vote and Hold Office

Youth

\$10 per Year (Age 13-17)

Individual

\$20 per Year (Age 17+

Couple*

\$30 per Year Additional Member Name:

Family*

\$50 per year Up to 4 people, for each addtl person add \$10

2nd

3rd

4th

5th

*Couple and family memberships must reside at the same address. Any additional names can be added at the bottom of the form.

May not Vote or Hold Office

Company/Organization:

Service Club/Organization \$100/year

Business

\$250/year

Membership dues:

Additional donation:

To receive newsletter via USPS -Add \$10.00 for postage

Total payment enclosed:

Please make your check payable to TRFA and mail with form to:

Torrance Rose Float Association Membership/4733 Torrance Blve. #234/Torrance, CA 90503

**FOR QUESTIONS OR CONCERNS, PLEASE CONTACT: TORRANCEROSEFLOAT@GMAIL.ORG OR
CALL: 310.618.2425**



Dine & DONATE

FUNDRAISING EVENT

Dine In • Carryout • Delivery*

SUPPORTING

Torrance Rose Float Association

Wednesday FEB 11

From open to close

Torrance Diner | 24021 Hawthorne Boulevard

Present this code at the diner or enter the 9-digit number online at BlackBearDiner.com to credit 20% of your food order to this organization. Delivery orders must be placed through BlackBearDiner.com.



533-537-330

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Torrance CA 90503



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