



Torrance Rose Float Association

Newsletter

President's Message | May-June 2026

Dear TRFA Community,

We hope this message finds you well! We apologize for the delayed newsletter—as many of you know, this time of year tends to be quieter for rose float activities, which is why we skipped our April edition.

Exciting News: 2027 Rose Parade Float Design Approved!

We're thrilled to announce that on May 5th, the Torrance City Council unanimously approved our 2027 float design with a 7-0 vote, following the recommendation of the Citizen Development and Enrichment Committee. The approved design will be posted online soon for everyone to see.

A Student-Inspired Design

This year's design showcases the incredible talent of Torrance's youth. We invited high school students throughout Torrance to submit concept drawings, and the response was wonderful. The TRFA board, along with Mike Abboud from Fiesta Productions, carefully reviewed each submission. **Torri Jutabha** from West High School created the winning concept drawing, which Mike then transformed into the stunning final design that will represent our city in the 2027 Tournament of Roses Parade.

We Need Your Help!

The TRFA runs on volunteer power, and we're reaching out to our community for support. You don't need to join the board or attend monthly meetings to make a difference (though we are still searching for a Treasurer if you're interested!).

Current Volunteer Opportunities:

- **Voice Mail Monitor:** Check phone messages once daily (frequency increases during decoration week).
- **Online Communications:** Respond to online inquiries or direct them to the appropriate team member.
- **Newsletter Distribution:** Pick up newsletters from the city and deliver them to the library and other designated locations.
- **Information Booth Staffing:** Our next event is Rock Around the Block on July 16 & 26, 5:00–8:00 PM.

Every bit of help makes a tremendous difference in keeping our beloved tradition alive. If you're interested in volunteering for any of these opportunities, please reach out to us.

Thank you for your continued support of the Torrance Rose Float Association!

Roseanne Villalobos
President

2027 ROSE VIAL DEDICATION CHALLENGE

Every New Year's Day, the City of Torrance Rose Float carries our community's spirit down Colorado Boulevard — a stunning symbol of teamwork, pride, and creativity. But keeping this cherished tradition alive takes all of us.

This year, we're challenging our city of 147,000 residents to join together in a simple yet meaningful way. Be part of the magic — dedicate your rose today and help our float bloom brighter than ever!



You can dedicate a rose to celebrate a birthday, mark an achievement, welcome a new life, honor a loved one's memory, or simply show your Torrance pride.

\$10 each

DONATE TODAY!

2027 Float Theme
Welcome to Tranquility

2027 Parade Theme
Welcome

MEMBERSHIP HAS ITS BENEFITS

As a member you will....

- be included in our monthly newsletters, sharing the most updated information on the build, when to sign up to decorate, attend decorator information members and other events throughout the year.
- have insight into when the float contest begins, ends, and the winner (after announced), view student concept design and artist rendering of the float.

As a member you are contributing to the making of and success of the upcoming float that is valued in the community. We are a 100% non profit, volunteer organization. Every membership and donation helps make the next float in our 70+ year tradition happen.

Without you, this would not be possible.

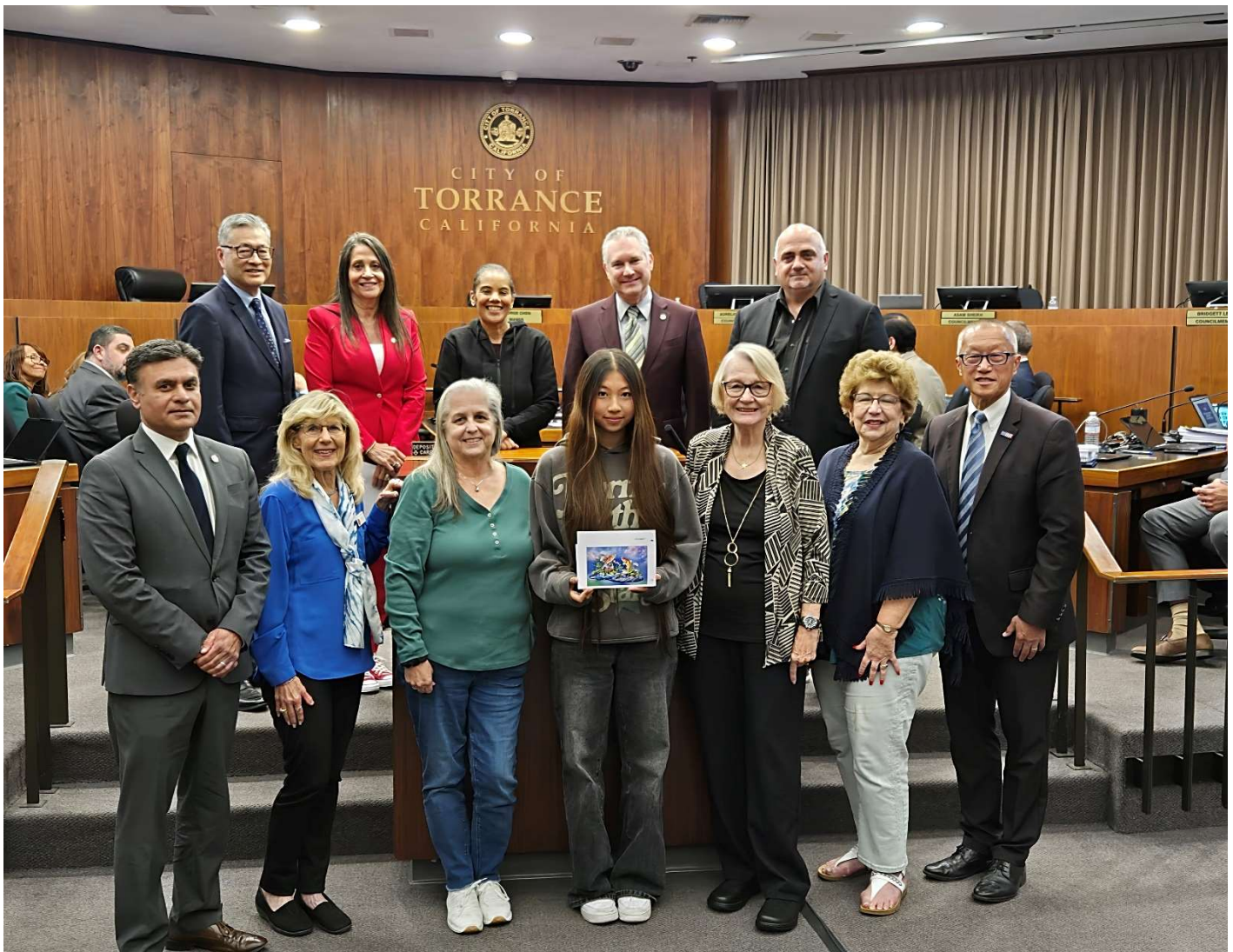
2027 Torrance Rose Parade Float Concept & Theme Selected

Congratulations to Torri Jutabha, a student at West High School, and winner of the concept drawing contest for Torrance's 2027 Rose Parade float. Torri's concept design was approved by Mayor Chen and Council Members at the May 5, 2026 City Council meeting.

The title of the 2027 City of Torrance Rose Parade Float is "Welcome to Tranquility."

The 2027 Tournament of Roses Parade theme, "Welcome," celebrates the joy of belonging and the embrace of community. It highlights the warmth of family—whether related or chosen—and the strength of friendship.

Torri's winning concept beautifully reflects the spirit of the theme and will help inspire the design of Torrance's 2027 Rose Parade float.



LOCAL NEWS • News

2027 Torrance Rose Float design features underwater ‘tranquility’



Torri Jutabha's design was chosen as the winner of the 2027 Torrance Rose Float design and announced during the city council meeting on Tuesday May 5, 2026.
(Photo by Axel Koester, Contributing Photographer)

Reprinted from Daily Breeze, May 6, 2026
By Madeline Armstrong

By **MADLINE ARMSTRONG** | marmstrong@scng.com

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The design for the 2027 Torrance Rose Float that will go down Colorado Boulevard come January has been approved.

The design is an underwater scene featuring blue and purple coral, lily pads and seaweed. Swimming above the underwater plant life are two vibrant orange koi. The float design was inspired by a conceptual drawing created by West High School Sophomore Torri Jutabha.

Each year, the Torrance Rose Float Association holds a competition for students from the four Torrance public high schools, Ambassador High School and Sherry Continuation School. The students are given a prompt similar to the theme for the upcoming Pasadena Tournament of Roses, which for 2027 is "Welcome," and are asked to create a design representing that theme.

The association received 10 submissions and unanimously chose Jutabha's design, titled "Rooted in the Same Tide." Her design featured sea life that is known for having a symbiotic relationship, such as clown fish and anemones, according to a written description of the design.



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“(This shows) that everyone has a place and purpose,” the description said. “Everyone deserves acceptance and the feeling of belonging. I chose animals often seen as frightening such as eels and sharks, to challenge fear and judgement.

“Sharks help remora and cleaner shrimp help eels, showing (that) everyone, no matter appearance, is important,” the description added. “When we learn to coexist, things that seemed frightening become essential and belonging becomes an act of care.”

Jutabha said her design was inspired by the 2011 PBS TV show “Wild Kratts,” which features different animated animals that work together to create a community.

“I like the relationships of our ocean,” she said “I did some more research on symbiotic relationships in the ocean and included a sea anemone and a clown fish, a stingray which works with remoras. There is a sea turtle and they basically give rides to little fishes and the fishes clean them.”

Jutabha’s concept morphed into the final design by Fiesta Productions, which will construct the 2027 Torrance Rose Float. That design was presented to the Torrance City Council on Tuesday, May 5, and was unanimously approved.

“Thank you to the Rose Float Association for holding the competition for the design,” Councilmember Sharon Kalani said. “I love the way it has turned out and it actually brings me joy just to look at the picture. I appreciate the tranquility that you brought me this evening and I’ll be supporting this project.”

The design is “the best yet,” said Councilmember Jeremy Gerson, and he is excited to see it come to life.

The council also unanimously approved the release of the \$175,000 of city funds allocated for the Torrance Rose Float Association. The association, however, is still raising funds for transportation and other associated costs.

More information on the Torrance Rose Float Association and how to donate can be found at torrancerosefloat.org.

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**

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

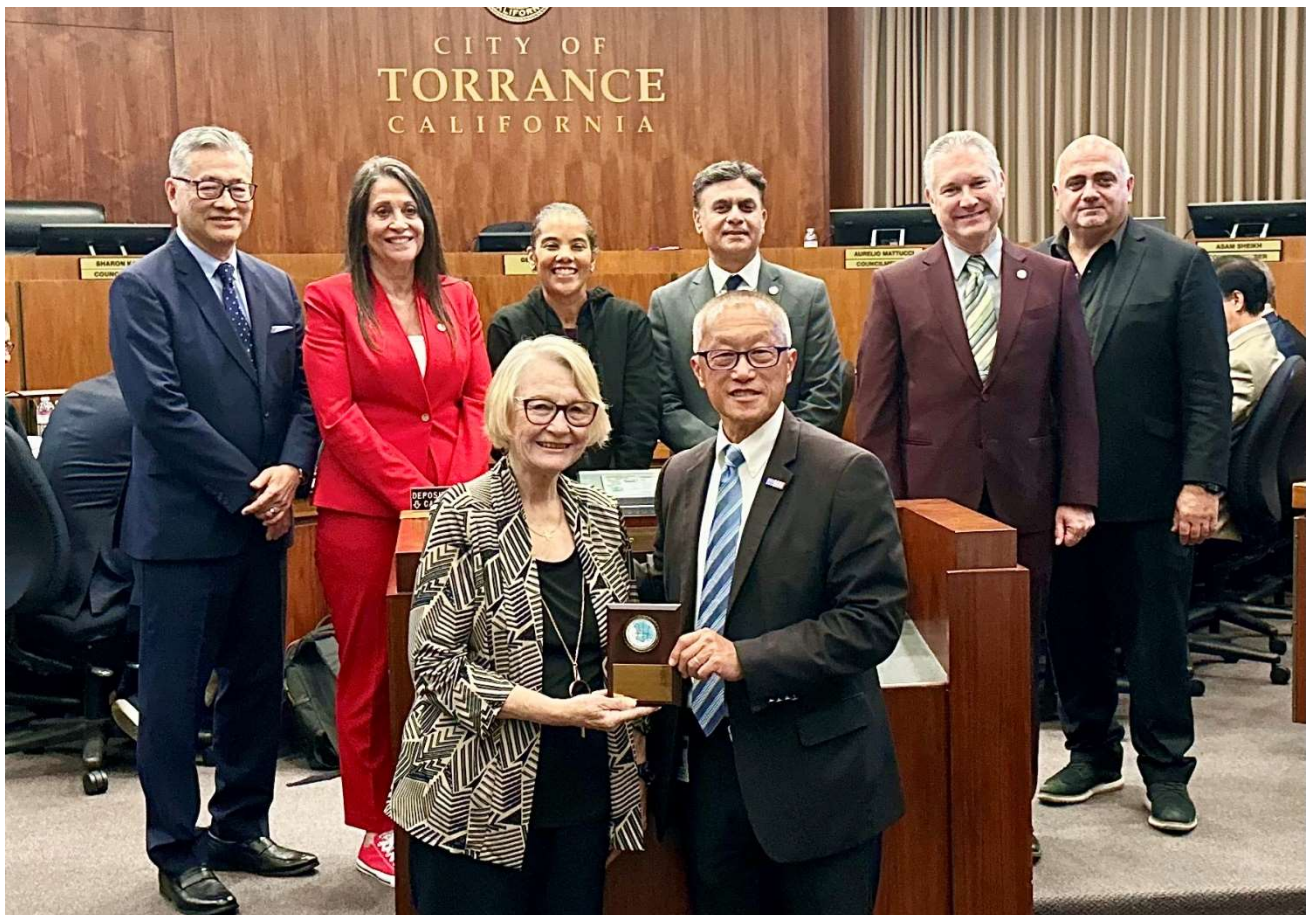
- **THE OVERALL BUILD**
- **TOURNAMENT OF ROSES ENTRY FEE**
- **QUALITY FLOWERS**
- **VOLUNTEER BUSES**
- **VOLUNTEER FOOD AND DRINKS**
- **BESPOKE FUNDRAISING MERCHANDISE**
- **CELEBRATION DINNER TO RECOGNIZE THE STUDENT DESIGNER, VOLUNTEERS, AND THE TORRANCE COMMUNITY**

Congratulations, Beverly “Bev” Findley

Congratulations to our very own Beverly Findley, Vice President of the Torrance Rose Float Association.

Bev recently received a special plaque from Mayor Chen and City Council of Torrance, recognizing her as a recipient of the 2026 Older Americans Award. She was nominated by the Torrance Commission on Aging in recognition of her outstanding dedication and service to the City of Torrance.

We are so proud of Bev and grateful for the many ways she gives back to our community!



WE NEED YOU NOW – Treasurer Position Open Immediately!

The Torrance Rose Float Association is actively seeking a **Treasurer**, and we're hoping someone in our wonderful community will step forward.

Former decorators... past board members... loyal float fans...

If you've ever cheered the City of Torrance Float on during the Rose Parade or spent time in the decorating barn with us, this is your chance to help lead from behind the scenes.

IMPORTANT: The Treasurer is an elected Officer of the Association and, per our bylaws, must reside in the City of Torrance.

What's Involved?

Year-Round

- Collect and manage mail (weekly in slower months; daily during peak season September–January)
- Record all income and expenses
- Make deposits and issue payments
- Reconcile bank, PayPal, and Square accounts
- Provide monthly financial reports to the Board
- Maintain donor and fundraising records

Annually

- Provide required reports to the City and our retained tax professional
- File charitable trust and state sales/use tax documents
- Maintain insurance and business permit records
- Assist with the annual budget

Seasonal & Events

- Review and sign financial contracts with the President
- Support event chairs with tracking income and expenses
- Oversee financial management of major fundraisers (vendor payments, donor tracking, reconciliation, etc.)

You don't need to be a CPA — just organized, trustworthy, and comfortable working with numbers. Bookkeeping experience is helpful, and you'll have support from the Board and our tax professional.

Interested? Contact Roseanne Villalobos at 310-200-8537.



Torrance Rose Float Association
4733 Torrance Blvd, #234
Torrance CA 90503



CONTACT INFO

Phone: (310) 618-2425

Email: info@torrancerosefloat.org

Website: www.torrancerosefloat.org

Facebook:

www.facebook.com/torrancerosefloatassociation/

Twitter: @RoseFloat