



FACT SHEET

2007 TOURNAMENT OF ROSES PARADE ENTRY - "CLEAN WATER"

Group Name: LifeSource Water Systems, Inc.

Contact Name: Dan Hillard

Address: 523 S. Fair Oaks Ave.

City: Pasadena

State/Province: CA **Postal Code:** 91105

Phone: 626-463-0060 / 800-334-5009

Fax: 626-792-4214

E-mail: Dan@LifeSourceWater.com

Float Theme: Clean Water

How/Why was this theme chosen?

"Clean Water" reflects the LifeSource commitment to a Healthy Planet for Healthy People. LifeSource technology is an eco-friendly approach to providing the clean, fresh water that every **body** – animal and plant – needs.

How does your theme relate to Parade theme?

LifeSource Water Systems filter sediment, chlorine and other chemicals out, to return water to the clean, mineral-rich state found in "Our Good Nature."

Number of Years in the Rose Parade: First year

Float Builder's Name: Phoenix Decorating Co.

Address: 835 S. Raymond Ave.

City: Pasadena

State: CA **Zip Code:** 91105

Float Designer's Name: Michelle Lofthouse

Float Description:

A gigantic MOTHER FROG leaps forward, extending her 8 ½-foot tongue to enjoy the "Clean Water" gushing from an oversized water faucet. Within a beautiful garden setting, Mama watches BABY FROG frolic, drink, swim and bathe in the 150 gallon pool of water supplied by the onboard LifeSource Water System

Construction Height: 40 ft. **Width:** 18 ft. **Length:** 55 ft.

Flower Details:

The decoration of the frog's skin includes "spots" of crushed coconut shell, which is the primary filtering medium of the LifeSource Water System.

Animation:

A gigantic frog rises, extends her front legs, leaps forward and darts out her 8 ½-foot tongue to drink from the oversized faucet gushing 150+ gallons of “Clean Water.” Mama frog blinks her eyes as she watches her baby frog swim in the garden pool.

Entertainment/Riders:

“American Idol” Katharine McPhee joins the LifeSource float to sing a new release from her debut solo CD, to be released January 30. The LifeSource Float will get a stop twice for broadcasters. Katharine will perform a 60 second segment from her single release

Participating Organization Information:

- ☼ LifeSource Water Systems is the Exclusive Water System of the Pasadena Tournament of Roses – LifeSource water systems are installed in every flower tent in preparation for the parade and have been installed in the tournament house.

Special Participant Information:

Preferred Tournament of Roses florist, JACOB MAARSE FLORIST, did extensive tests comparing LifeSource water with ordinary tap water and with a popular flower preservative. They found cut flowers kept their vibrant color better and lasted 3-4 days longer when kept fresh in LifeSource Water.

LifeSource Whole-House Water Systems is a Pasadena, California based business with over twenty years experience in providing clean, delicious water from every tap in the home for drinking, bathing, pets, plants and flowers.

Special Interest Information:

- ☼ All the flowers on the floats in the parade are kept fresh in LifeSource Water.