



“One of the more memorable events of my life was attending the Pasadena Tournament of Roses, uniquely American. . . there’s nothing like the ‘Granddaddy of ‘em all.’”
 — GENERAL TOMMY FRANKS
 U.S. Army, Retired

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MORE THAN A PARADE

THE SPIRIT AND PASSION BEHIND THE PASADENA TOURNAMENT OF ROSES

More Than a Parade is a behind-the-scenes look at Pasadena’s famed Tournament of Roses, told by longtime Tournament volunteer and 2004 president Michael K. Riffey.

Riffey shares stories of the hard work, drama, and fun that go in to making the Pasadena Tournament of Roses one of the “gotta see” events on the nation’s TV schedule. Preparation for next year’s parade begins soon after the last street sweeper finishes cleaning up. Months of travel, auditions, design decisions, and logistical setbacks all come together for one day of glorious pageantry. Riffey

introduces you to float designers and builders, parade queens, equestrian units, band members, and an army of sometimes contentious volunteers. He also answers some of the most frequently asked questions about the parade—and the Rose Bowl football game!

More Than a Parade also contains many sketches and photographs that illustrate the history, tradition, and engineering creativity behind the Pasadena Tournament of Roses.

- National newspaper advertising campaign
- Media interviews

ABOUT THE AUTHORS

With more than 30 years of experience with the Pasadena Tournament of Roses, Michael Riffey said what many of us say from time to time: “I ought to write a book!”

And so he did. *More Than a Parade* gives us a peek into the complexity, ingenuity, and triumph of organization that culminate in the Rose Parade and the Rose Bowl Game each year. Riffey also hopes that *More Than a Parade* will help readers understand the spirit and passion behind one of our nation’s most enjoyable traditions.

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