



2017 Rose Parade® presented by Honda

Float Trophy Winners – Sorted in Alphabetical Order

Award	Description	Participant	Theme	Builder	#
Animation	Best animation and motion.	Northwestern Mutual	Waves of Hope	Fiesta	46
Bob Hope Humor	Most comical and amusing entry.	La Cañada Flintridge Tournament of Roses Association	Backyard Rocketeer	Self-Built	66
Craftsman Trophy	Exceptional achievement in showmanship and dramatic impact; limited to floats which exceed 55' in length.	Netflix	Soar Beyond Imagination	AES	88
Crown City Innovation	Best Use of Imagination & Innovation to Advance the Art of Float Design.	24 Hour Fitness	Do More With Your 24	AES	22
Directors'	Outstanding artistic merit in design and floral presentation.	Western Asset Management Company	Prosperity in the Wild	Phoenix	93
Extraordinaire Trophy	The most spectacular float including floats that do not retract to 55' in length.	Lucy Pet	Lucy Pet's Gnarly Crankin' K-9 Wave Maker	Fiesta	55
Fantasy	Most outstanding display of fantasy and imagination.	BDK, A Singpoli Affiliate	The Monkey King: Journey to Success	Paradiso	28
Founders'	Most beautiful float built and decorated by volunteers from a community or organization.	Cal Poly Universities	A New Leaf	Self-Built	67
Governor's	Best depiction of life in California.	Downey Rose Float Association	The Gold Rush	Self-Built	10
Grand Marshal's	Excellence in creative concept and design.	Farmers Insurance	We Came, We Saw, We Covered	Phoenix	90
International	Most beautiful entry from outside the 50 United States and the District of Columbia.	China Airlines	Return to the Beauty of Taiwan	AES	84
Isabella Coleman	Best presentation of color and color harmony through floral use.	The UPS Store, Inc.	Books Bring Us Together	Paradiso	53
Judges' Special	Most spectacular in showmanship and dramatic impact.	Union Bank and The American Heart Association, Western States Affiliate	Keep the Beat Alive	Phoenix	31
Lathrop K. Leishman	Most beautiful non-commercial float.	AIDS Healthcare Foundation	To Honor & Remember Orlando	Fiesta	49
Mayor's	Most outstanding city entry - national or international.	Sierra Madre Rose Float Association	The Cat's Away	Self-Built	71
National	Best depiction of life in the U.S.A., past, present or future.	RAGÚ Pasta Sauce	Simmered in Tradition	Paradiso	79
Past Presidents Trophy	Most creative design and use of both floral and non-floral materials.	American Armenian Rose Float Association	Field of Dreams!	Phoenix	29
President's	Most effective floral use and presentation.	The Bachelor	Echoes of Love	Fiesta	63
Princess'	Most beautiful float 35' and under.	Rotary Rose Parade Float Committee, Inc.	Doing Good in the World	Phoenix	20
Queen's	Most effective use and display of roses in concept, design and presentation.	Miracle-Gro	Everything's Coming Up Roses	Fiesta	41
Sweepstakes	Most beautiful entry in the Parade with outstanding floral presentation and design.	Dole Packaged Foods	Spirit of Hawaii	Fiesta	18
Theme	Excellence in presenting Parade theme.	Donate Life	Teammates in Life	Paradiso	12
Tournament Special Trophy	Exceptional merit in multiple classifications including floats that do not retract to 55' in length.	Trader Joe's	All Aboard! 50 Years of Serving the Best...	Phoenix	24
Tournament Volunteers Trophy	Best floral design of Parade theme 35' in length and under.	Torrance Rose Float Association	Be Your Own Knight	Fiesta	83