

Chiropractic's 1995 Rose Parade Float Design

Editorial Staff

The Chiropractic Centennial Foundation's Board of Trustees got their first glimpse of the spectacular float design for the Chiropractic Centennial's entry in the Pasadena's Rose Parade at the April board meeting.

The CCF Board approved the float's initial concept and design of a majestic 40-foot eagle atop a 55-foot long float. The eagle, for all its eye-catching prominence, will not be a static figure, but will rotate 180 degrees on its axis; the surrounding stars and radiating beams will also rotate.

"Saluting America's Finest," is the float's theme, and flowers will letter the words "Chiropractic Centennial" across the bottom of the float. On both sides of the eagle standing on pedestals will be prominent athletes from around the world who are chiropractic patients. The pedestals will rise from the float's lush gardens. Efforts are already under way to search for the athletes who'll represent the profession.

"The parade's theme this year is 'Sports -- Quest for Excellence,' which is a perfect fit for our profession," enthused Michael Schroeder, CCF projects chairman. "Our float celebrates chiropractic's commitment to excellence, and since athletes are often patients, we think we've got a winning combination." Mr. Schroeder explained that the CCF design had to meet strict parade guidelines because overly commercial or promotional floats are disqualified.

Logos from all the colleges belonging to the Chiropractic Centennial Foundation will also be part of the final design.

"The exposure and excitement this float will generate is enormous," said CCF President William Holmberg, DC. "It couldn't have happened without our Foundation supporters. I can't think of a better way to kick off our Centennial year than by telling millions worldwide how we're celebrating chiropractic."

Last year 450 million people in more than 90 countries watched the Rose Parade.

Fiesta Parade Floats, the company hired to design and build the float, won first and second place awards in last year's Rose Parade, and overall compiled 6 of the 10 top awards.

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