



For Immediate Release
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Cycling Fever Hits Santa Rosa at the 122nd Annual Luther Burbank Rose Parade & Festival

Santa Rosa, California (December 21, 2015) — The 122nd Annual Luther Burbank Rose Parade and Festival will set hearts racing as the Parade and the Amgen Tour of California Cycling Competition will be occurring in tandem on Saturday, May 21 in Downtown Santa Rosa as participants decorate to the theme of ***Re-Cycling Into The Future***. Award winning floats, marching groups and school bands will fill the streets with exciting and bicycle themed entries as they celebrate our passion for cycling.

The Parade starts at noon on Saturday, May 21 and winds its way through Downtown Santa Rosa starting at Sonoma Avenue and E Street. Entrants will march their way North on E Street, then West on Fourth Street and continue to the corner of Fourth and B Street.

The Parade will take place between the women's and men's cycling races, and build the excitement for the teams' climactic return to Downtown Santa Rosa! Thousands of cycling fans have helped to establish Santa Rosa as a prime spot for the Tour of California, hosting a portion of the race many times over the years.

In addition to the two hour parade, there will be a Community Festival from 10 am to 4 pm in Downtown Santa Rosa with food vendors, kids' activities, live entertainment, the Parade awards and more. The parade and festival would not be possible without the support of the community, including our sponsors like Trione Vineyards and Winery. The Trione Family have been loyal supporters of the Luther Burbank Rose Parade and Festival, making sure the parade would continue when it

was threatened by the national recession. Other sponsors of the parade include Manzana Products, Redwood Credit Union, the County of Sonoma and Edward Jones Investments. The Luther Burbank Rose Parade & Festival is one of the oldest and largest parades in Northern California. Make plans to join your friends and neighbors as we celebrate the best the community has to offer at the 122nd Annual Luther Burbank Rose Parade. Visit the web site at www.roseparadefestival.com for more information.

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