

Girl Scouts 100th Anniversary Float 2012 Tournament of Roses® Parade

100th Anniversary Overview. For 100 years, Girl Scouts has inspired girls with the ideals of courage, confidence and character and encouraged them to make the world a better place. The centennial float's spectacular floral tribute looks back to the beginning and forward to the future of Girl Scouts and the many experiences and opportunities it affords.

What will you do today? The float's theme illustrates some of the exciting opportunities that are available to girls grades K-12. It encourages Girl Scout alumnae and volunteers to reminisce, reconnect and get involved.

Girl Scouts offers great variety in activities and experiences and empowers girls to explore new pathways, to imagine what is possible and to expand their awareness of what they can become and achieve.

The most dramatic float features pay homage to outdoor adventures, travel opportunities, skill-building in business, science and technology as well as opportunities with cultural exchanges, community service projects and environmental stewardship.

Designers. The Girl Scouts 100th Anniversary float was conceptualized by Girl Scouts, volunteers and alumnae and designed by highly experienced float designer and Los Angeles-area Girl Scout Renee Hoss-Johnson and her Gold Award Girl Scout daughter Brianne Johnson.



Main Float

front satellite unit will present a floral tribute to 100 years of Girl Scouting and launches the movement's next 100 years by asking the question "What will you do today?" Oversized sculptured yellow roses, signifying friendship complete the setting where six Girl Scouts from the Greater Los Angeles Girl Scout council represent the six levels (Daisy, Brownie, Junior, Cadette, Senior and Ambassador).

Generous Sponsors. In addition to the thousands of Girl Scouts, alumnae, families and friends who believed in and supported the float, GSGLA would like to thank our sponsors for their generous support of the 100th Anniversary Float.

Yellow roses opening with the satellite float and closing at the back of the main float signify the importance of friendship throughout a girl's life.

Satellite Float Design. Announcing the float's arrival and displaying the Girl Scouts logo, the



Satellite Float



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The Float Design:

- The floral draped book serves as a backdrop with colorful elements expanding out onto the float. The left side represents our history with a **“floral-graph” of founder, Juliette “Daisy” Gordon Low**, who organized the first Girl Scout Troop in Savannah, GA, in 1912. A string of pearls encompasses her photo and represents the pearls she sold to fund the first Girl Scout troops. The right side describes today’s Girl Scouts and the next century of leadership which will fill chapters yet to be written.
- **The prestigious Gold Award emblem** is at the center of the float, signifying the highest honor achieved in Girl Scouts.
- **A colorful rainbow** into everyone’s favorite “pot of gold” overflowing with Girl Scout cookies, represents the largest business & financial literacy program for girls in the country.
- **A robotic space rover**, tall ship and an artist easel represent the Girl Scouts’ STEM, outdoor adventure, healthy living, and arts and culture programs that encourage girls to live their dreams, develop healthy habits and introduce girls of every age to a variety of activities that propel them into their future.
- **A 10-foot tall Girl Scout**, with a jet pack on her back, soars into the future representing our next 100 years. A tall ship, car and hot air balloons symbolize and encourage girls to explore and discover by land, sea and air the fun, friendship and power of Girl Scouting.
- **IGNITE** will be the float’s soundtrack, written by Melinda Caroll for the Girl Scouts. The song was written for our Guinness Book of World Records, Washington, D.C. dance event on June 9, 2012!
- **60 uniformed Gold and Silver Award Girl Scouts** selected to escort the float and carry decorated replicas of badges, 75 Gold Award Girl Scouts selected to carry Tournament of Roses Award Banners or open the parade, 7 Girl Scouts selected for the color guard, and 10 Girl Scouts selected to ride the float with Girl Scout Alumnae: GSUSA’s new CEO Anna Maria Chávez, Union Bank Executive Gail Boyle, Rock n Roll Robots alumna and Gold Award recipient Jessica Klemme and float designer Renee Hoss-Johnson.

