

# WILD KINGDOM FLOAT IN 2023 ROSE PARADE

By *Mutual of Omaha's Wild Kingdom*

**M**utual of Omaha's Wild Kingdom is proud to be a part of the 2023 Rose Parade on Jan. 2 in Pasadena, California. This parade marks Wild Kingdom's second appearance after last year's debut in the annual event. Watch the Rose Parade on Jan. 2 at 10 a.m. CST on RFD-TV, ABC, NBC, Telemundo, and others.

## Protecting the Wild

The 2023 float theme is "Protecting the Wild," for our new series of the same name. The 55-foot float pays tribute to conservation success stories of some of the nation's most endangered species.

Highlighted are the stars of Mutual of Omaha's Wild Kingdom Protecting the Wild's premiere episode, two black bear cub brothers released back to the wild after being injured and rehabilitated following a wildfire. The bears are portrayed in their Pacific Northwest home with multiple furry friends, including black-footed ferrets, beavers, wolves and a mountain lion perched on a floral cover rock shelf. A cascading waterfall is surrounded by two, towering 23-foot-high ponderosa pine trees that play host to visiting California condors.

The series honored the bear cubs by donating trees in the forest to restore wildlife, air and water quality where the bear cubs were found and still call home.

Just as he leads viewers in our new wild adventure, Wild Kingdom Host Peter Gros will be seated on the float to guide spectators to the wonders of the Wild Kingdom.

## Rose Parade float fun facts

Our float is a showstopper you won't want to miss! Here's a sneak peek at some of the details:

- 55 feet long
- 23 feet high
- Weighs 14,000 pounds.
- More than 18,000 hours for volunteers to decorate.
- Features a real waterfall with running water.

In keeping with our natural roots, the float is made completely of organic material. For example, the black bears sport snouts of creme coconut, brown coffee and light tan ginger. Their eyes are created of black seaweed, white powdered rice and brown coffee.

The float's floral features include orange roses, blue delphinium stems, pink hyacinth, gerberas and anthuriums. Our float designers also used organic materials in creative ways such as steppingstones made of small tan potatoes. Be sure to watch the parade to see all of the natural materials come together to create a Wild Kingdom.

## About the Rose Parade

Held in Pasadena, California, the Rose Parade has become a New Year's tradition for millions of Americans. Each year viewers enjoy floral floats, spirited marching bands and high-stepping equestrian units along the 5.5-mile route.

Last year, our "Wild Kingdom" float earned the parade's Director award for the most outstanding artistic design and use of floral and non-floral materials. The conservation-themed float was made of completely organic material

