



## Press Release

November 28, 2023

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### **Kaiser Permanente announces 2024 Rose Parade® float, 'Symphony of You'**

**PASADENA, Calif.** — Kaiser Permanente announced its 2024 Rose Parade® float theme, "Symphony of You." The theme represents the many ways Kaiser Permanente works together harmoniously to care for each of its members. The float celebrates life's milestones and how — like the coordinated, dynamic, and integrated notes of a song — Kaiser Permanente supports its members and the communities it serves.

This year, Kaiser Permanente's 18th annual float entry embodies the 2024 Rose Parade presented by Honda theme, "Celebrating a World of Music," by bringing everyone together through music. At the center of the float, a Kaiser Permanente member stands with outstretched arms, surrounded by photos depicting life moments and the caregivers who have helped along the way.

"The physicians and employees of Kaiser Permanente believe it is an honor and privilege to serve in health care and to be part of our members' and patients' lives when they are sick and when they are healthy," said [Greg A. Adams](#), chair and chief executive officer, Kaiser Permanente. "We work together with a shared commitment to provide coordinated, personalized, and compassionate care and service throughout the stages and cherished moments of life."

The float also features Kaiser Permanente care teams and members standing on a winding piano path that represents the unique notes of every member's journey and how Kaiser Permanente surrounds and synchronizes its care and services with the rhythm of life. The Los Angeles Philharmonic will perform a special piece of music that conveys the emotion of an individual's journey, as diverse cultural groups from across Kaiser Permanente dance and walk alongside the float.

#### **Float designer and builder**

"Symphony of You," Kaiser Permanente's 18th Rose Parade float entry, was designed and built by [Fiesta Parade Floats](#).

#### **Kaiser Permanente Rose Parade history and background**

Kaiser Permanente's past float entries have received numerous awards, including the Theme Award (2022) for most outstanding presentation of the Rose Parade theme; the Wrigley Legacy Award (2020) for most outstanding display of floral presentation, float design, and entertainment; the Grand Marshal's Trophy (2016); Judges' Special Trophy for the most spectacular in showmanship and dramatic impact (2015); Theme Trophy for excellence in presenting the parade theme (2013); Lathrop K. Leishman Trophy for the most beautiful float entry from a noncommercial sponsor (2014, 2012); Director's Trophy for most artistic merit in design and floral

presentation (2011, 2008, 2006); Extraordinaire Trophy for the "most spectacular" float longer than 55 feet (2010); Tournament Special Trophy for exceptional merit in multiple classifications (2009); and President's Trophy for most effective floral use and presentation (2007).

For additional information about the 2024 Rose Parade, please visit the [Tournament of Roses](#) website. For more information about Kaiser Permanente's 2024 Rose Parade float, please follow us on [Facebook](#) and [X](#).

### **About the Pasadena Tournament of Roses® Association**

The Tournament of Roses is a volunteer organization that hosts America's New Year Celebration® with the Rose Parade® presented by Honda, the Rose Bowl Game® and a variety of accompanying events. The Association's 935 volunteer Members will drive the success of the 135<sup>th</sup> Rose Parade themed "Celebrating a World of Music," on Monday, January 1, 2024, followed by the CFP Semifinal at the 110<sup>th</sup> Rose Bowl Game presented by Prudential. For more information, visit [www.tournamentofroses.com](http://www.tournamentofroses.com). Like us on [Facebook](#) and follow us on [Instagram](#) and [YouTube](#).

### **About Kaiser Permanente**

Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America's leading health care providers and not-for-profit health plans. Founded in 1945, Kaiser Permanente has a mission to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve 12.6 million members in 8 states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal Permanente Medical Group physicians, specialists, and team of caregivers. Our expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery, and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education, and the support of community health. For more information, visit [about.kp.org](http://about.kp.org).

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