Boeing Rose Parade float "On the Wings of Imagination" inspires children to dream

Boeing will instill the passion of math and science into the minds of children all over the world New Year's day. From its first float entry, "Expanding the Limits," to its fourth, "On the Wings of Imagination," Boeing continues to reinforce the same message every year -- the knowledge we instill in children today will create the discoveries and inventions of tomorrow.

"Our participation in the Rose Parade is a symbol of our commitment to the communities in which our employees live and work, and where we do business," said Bill Collopy, vice president and general manager of Boeing Launch and Satellite Systems. "The Boeing 'On the Wings of Imagination' float is a tribute to our employees, whose creative minds and expertise have paved the way to more than 85 years of historic and ground-breaking achievements. From building the airliners that virtually invented civil air transport, to launching astronauts into space, our employees continue to invent the future."

The Boeing float design was inspired by the theme of this year's parade, "Children's Dreams, Wishes and Imagination," and the nation's upcoming celebration of the 100th anniversary of powered flight by the Wright Brothers, which took place in 1903. In commemoration of this historic milestone, Boeing will sponsor the pre-Rose Parade flyover comprising aircraft from various aviation eras.

"On the Wings of Imagination" depicts a child's dream of flight powered by education and imagination, which is symbolized by school books, a compass, globe, home-drawn blueprints and a red wagon outfitted for flight. Co-piloted by the child's faithful companion, it will soar into the sky with the aid of a spinning propeller built from the slats of a picket fence, an assortment of multi-colored balloons and wings made from Boogie® boards.

After receiving initial input from Boeing on the theme and direction of the parade entry, designers and craftsmen from Phoenix Decorating set forth to create a truly imaginative float -- one that will "lift-off" more than 40 feet into the air, expand as wide as 18 feet and will extend to a length of 58 feet.

"It's a pleasure to work with a company like Boeing," said float builder Bill Lofthouse, president of Phoenix Decorating Co. "The creativity and enthusiasm of the company's employees is inspiring -- and the perfect mix for Rose Parade participation."

The Boeing Company is the world's leading aerospace company, with its heritage mirroring the history of flight. It is the largest manufacturer of satellites, commercial jetliners, and military aircraft. The company is also a global market leader in missile defense, human space flight, and launch services. Chicago-based Boeing has an extensive global reach with customers in 145 countries.

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