



May 2, 2022

To: Media

From: Eric Smith, President, Old Town Rotary Club of Eureka

RE: 2022 Rhododendron Parade

Saturday, April 30th, marked the return of the Annual Rhododendron Parade to the City of Eureka. The annual Parade provided the Community and the region a time and place to celebrate Spring, beautiful Rhododendrons and community members.

The Parade's Theme "Partnering for the Future" recognized Dr. Keith Flamer and Dr. Tom Jackson as Grand Marshals of this year's Rhododendron Parade. Presidents Flamer and Jackson were recognized for their leadership in the development of a partnership between College of the Redwoods and Cal Poly Humboldt to: "***Enhance the experience of CR students who transfer to HSU and, ultimately, to improve access to higher education on the North Coast***".

While the morning started off damp, at Parade time, the clouds parted and the Parade began on time with over 50 entrants trekking the Parade route lined with thousands of spectators.

This year, Old Town Rotary and its partnering Sponsors specifically focused on encouraging school music bands to perform in the Parade. Eight local school bands were provided a donation of \$250 to their school along with a chance to win a grand prize of \$1,000. The contest was fierce, but Freshwater School Band was awarded the title of 2022 Rhododendron Parade Band Champions and will receive a \$1,000 donation to their music program from Ming Tree Better Home & Garden Real Estate. EHS Symphonic, Zane Middle School, Winship Middle School and Cal Poly Humboldt's Marching Lumberjacks, received a "runner-up" donation of \$500.00 to each of their schools.

Judging of the floats proved to be just as difficult, as all of the Parades participants worked hard to blend their entries with the Rhododendron Flower and the Parade theme of "Partnering for the Future". The following entries were awarded:

- ***Sweepstake Trophy Winner- Coast Central Credit Union - Most Beautiful***
- ***Mayor's Trophy Winner- Coast Central Credit Union - Most Original***
- ***Grand Marshal's Trophy- Boy Scouts of America - Best Represented Parade Theme***

Old Town Rotary would also like to thank Community Members that donated directly to Rotary's Carson Park Project: A Joint, Eureka Area Rotary Club Project created to support development of a new ADA Bathroom & Concession Building at Carson Park.

Old Town Rotary sincerely thanks the sponsors and individuals who helped make the 2022 Parade a reality and we look forward to seeing you all again next year on the Last Saturday of April, 2023!

Harbors Insurance	Schneider Enterprises	Munson Financial
Mill Yard	North Bay Automotive	Automasters
Humboldt Pawndemonium	Pauli-Shaw Insurance	Pacific Towing
Coast Central Credit Union	Advanced Security	Hunter, Hunter and Hunt
Hilfiker Pipe	Caliber Home Loans	Humboldt Motorsports
Shafer's Ace Hardware	Williamson Financial	Pierson Building Center
RE/MAX	Bedliner Plus	Mendes Supply
Thrifty Supply Co	Powell Landscape	Kirk Cesaretti
Recology	Ming Tree Better Homes & Garden Real Estate	

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