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Contact(s): Stefan Pollack/William Ostedt
The Pollack PR Marketing Group
310-556-4443

spollack@ppmgcorp.com
wostedt@ppmgcorp.com

**RAIN BIRD'S 2010 TOURNAMENT OF ROSES® FLOAT,
MOUNTAINTOP MAJESTY, IS A CUT ABOVE THE REST AS IT
IS AWARDED THE SWEEPSTAKES TROPHY FOR MOST
BEAUTIFUL FLOAT ENTRY IN THE 2010 ROSE PARADE**

*Parade's Top Honor Awarded To Rain Bird For The Third Straight Year;
Float Riders Jack Hanna And Walter Crawford Continue Their New Year's Day
Tradition Of Bringing Awareness To Environmental Preservation
Through The Intelligent Use Of Water™*

PASADENA, Calif.--(BUSINESS WIRE)--**Rain Bird**, the leading manufacturer and provider of irrigation products and services, was awarded the Tournament of Roses Sweepstakes Trophy today in recognition of its 2010 float entry, *Mountaintop Majesty*. Awarded to the float entry deemed the most beautiful by a panel of judges, the 2010 award is Rain Bird's 3rd consecutive Sweepstakes Trophy and marks the 9th time that the company has been awarded the Parade's top honor since 1997, the first year that Rain Bird participated in the Rose Parade.

Continuing Rain Bird's 14-year tradition of bringing awareness to water conservation and environmental preservation through its participation in the annual **Tournament of Roses Parade**, *Mountaintop Majesty* showcased a family of Mountain Gorillas, one of man's closest relatives and certainly *A Cut Above The Rest*, the theme of the 2010 Rose Parade, as they are native to the high mountains of Rwanda in central Africa.

Water, a signature element of all of Rain Bird's floats, was prominently featured on *Mountaintop Majesty* as 1,500 gallons of flowing recycled water dazzled parade-viewers as it cascaded over numerous waterfalls while a family of gorillas was seen frolicking in the mountainous African jungles.

"As has been the case with all of Rain Bird's float entries, Mountaintop Majesty focused on bringing greater awareness to the fragile ecosystem in which we live and highlighted our corporate philosophy of promoting environmental preservation through The Intelligent Use of Water worldwide," said Rain Bird's Director of Corporate Marketing, Dave Johnson.

Returning as float riders aboard Rain Bird's 2010 Rose Parade float entry were animal enthusiasts Jack Hanna (who has ridden on Rain Bird's floats from 1999 through 2010), Director Emeritus of the Columbus Zoo and Aquarium in Columbus, Ohio, and host of *Into The Wild*; and Walter Crawford (who joined Mr. Hanna on Rain Bird's floats beginning in 2001), Founder and Executive Director of the World Bird Sanctuary in St. Louis, Missouri.

This was Rain Bird's fourteenth year as a participant in the Tournament of Roses Parade, having won thirteen awards including the most prestigious award, the Sweepstakes Trophy, a total of nine times (2010, 2009, 2008, 2005, 2003, 2002, 2001, 1999 and 1998).

Rain Bird's participation in the annual Tournament of Roses Parade is only one example of how the company's focus on water conservation extends beyond products and services. Rain Bird devotes significant resources to its Intelligent Use of Water public education initiatives, which include: a series of white papers; public service announcements; membership on the Alliance for Water Efficiency and the steering committee advising the U.S. Environmental Protection Agency (EPA) on its WaterSense product labeling program; The Intelligent Use of Water Summit series; The Intelligent Use of Water Film Competition; partnerships with nonprofit organizations, including sponsorship of National Public Gardens Day with the American Public Gardens Assoc. (APGA); development and support of elementary and middle school curriculums; and The Intelligent Use of Water Award program that recognizes leaders in water conservation.

For up to date information on all of Rain Bird's Intelligent Use of Water initiatives become a fan of Rain Bird on [Facebook](#) and follow Rain Bird's **Twitter** feed, [@RainBirdCorp](#).

ABOUT RAIN BIRD CORPORATION

Based in Azusa, Calif., Rain Bird Corporation is the leading manufacturer and provider of irrigation products and services. Since its beginnings in 1933, Rain Bird has offered the industry's broadest range of irrigation products for farms, golf courses, sports arenas, commercial developments and homes in more than 130 countries around the world. Rain Bird has been awarded more than 130 patents, including the first in 1935 for the impact sprinkler. Rain Bird and The Intelligent Use of Water™ is about using water wisely. Its commitment extends beyond products to education, training and services for the industry and the community. Rain Bird maintains state-of-the-art manufacturing assembly facilities in the United States, France, Sweden and Mexico <http://www.rainbird.com>.