



THEME OF THE 2017 ROSE PARADE

The 2017 Pasadena Tournament of Roses theme, "Echoes of Success," tells the story of how our character has developed through the selfless contributions of others and celebrates their inspirational gifts. It is a celebration for those people, institutions and organizations that help in the success of others.

Our successes are unique to each of us. Success is not gauged by the

final score, not by how much wealth we accumulate and should not be weighed against the accomplishments of others. Success is measured by our own personal satisfaction in knowing that we achieved our utmost by doing our best when facing challenges.

But success cannot be achieved alone. We need the support and influences of others. Family, teachers, friends and coaches contribute to our success. The cheering section at the finish line. The hospital volunteers. The teacher who stays after school to help a struggling student. The parents who drive to all of the soccer games. The little sister who says, “you can do it.”

These influences in our lives, these people of selfless commitment, these “Echoes of Success” make us who we are. The 2017 theme celebrates those who have been instrumental in helping each of us and in helping others achieve success. It’s about the people and cultures that lend us a hand in reaching our destination.

Brad Ratliffe, 2017 Tournament of Roses® President