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## **Dole Packaged Foods Celebrates Famed Float Designer with 2016 Rose Parade Entry**

*Five Time Sweepstakes Winner Pays Homage to Designer Raul R. Rodriguez; Kicks off Two Month Road to the Rose Parade Celebration*

**Westlake Village, Calif. – November 16, 2015** – Dole Packaged Foods, the record-holding Sweepstakes Trophy winner for five consecutive years of the Tournament of Roses Parade announced today that it is expanding its Rose Parade presence in 2016 with a special tribute to famed float designer Raul R. Rodriguez.

Dole Packaged Food's 2016 float, "Soaring Over Paradise," explores the world's precious rainforests where more than 30 million species of plants and animals can be found. The float includes four fresh waterfalls, a zipline that will allow a rider to travel through the lush rainforest canopy, and a flock of brilliantly colored sculptured Macaws that appear to take flight over the dense floral floor of the float. The Macaws are a special tribute to famed float designer Raul R. Rodriguez, who designed DOLE's winning 2011, 2012, 2013 and 2014 Rose Parade floats, all with his pet Macaw, Sebastian, right by his side. Rodriguez designed 528 floats during his 38-year long career, approximately 31 of which were Sweepstakes Trophy winners in the Rose Parade.

"Raul was a member of the Dole Packaged Foods family and helped us not only create vibrant, colorful and exotic floats, but also to tell the stories of our heritage and the many cultures that contribute to our mission of inspiring healthy lifestyles," said Dave Spare, Vice President, Marketing, of Dole Packaged Foods. "This year we are honoring our friend by dedicating our 2016 Rose Parade float entry to him, and expanding DOLE's presence with activities the week prior to the Rose Parade."

Throughout its participation in the prestigious Rose Parade, Dole has explored various countries and cultures where DOLE fruit is grown. Raul R. Rodriguez brought the stories of the destinations to life with stunning floral displays, along with fresh fruit grown by DOLE for use on each float.

To further honor Rodriguez, Dole is making a monetary donation in the designers' name to California State University Long Beach, where he is a distinguished alumni.

The 2016 Dole Packaged Foods float also highlights Dole's environmental practices, respect for natural resources and commitment to non-GMO packaged fruit through its vibrant depiction. Featured throughout the float are fresh, non-GMO fruits and vegetables grown by DOLE, including bananas, pineapples and mangoes.

In addition to the fresh fruits and vegetables being displayed on the float, Dole will have a major presence at the first "Live on Green" event in Downtown Pasadena. The three day event, Dec. 29 – 31, at the Pasadena Convention Center will have a special memorial for Raul R. Rodriguez. Dole will also have live food and beverage demos with Dole California Cook-Off champion Ally Phillips from [AllysKitchen.com](http://AllysKitchen.com) throughout the event, as well as the Dole Bistro, that will be serving up exotic, healthy and fun food and drinks.

To kick off the final road to the 2016 Rose Parade, Dole is launching a sweepstakes in which one lucky winner and a guest will get to travel to a rainforest paradise. Launching today, and running through midnight on **December 31, 2015**, fans can enter for a chance to win a grand prize Hawaiian vacation, including hotel and airfare. For more information about the sweepstakes, and to enter, visit [Facebook.com/DolePackaged](https://www.facebook.com/DolePackaged) or [Dole.com/paradise](http://Dole.com/paradise).

**About Dole Packaged Foods**

Dole Packaged Foods LLC is a world leader in growing, sourcing, distributing and marketing fruit and healthy snacks. Dole sells a full-line of packaged ambient fruit, frozen fruit, dried fruit, and juices. The company focuses on four pillars of sustainability in all of its operations: water management, carbon footprint, soil conservation and packaging. For more information please visit [www.dolepackaged.com](http://www.dolepackaged.com) or [www.doleintlcsr.com](http://www.doleintlcsr.com).

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