



PRESENTING PARTNER
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INJURY ATTORNEYS

**SPIRIT OF
COMPETITION**



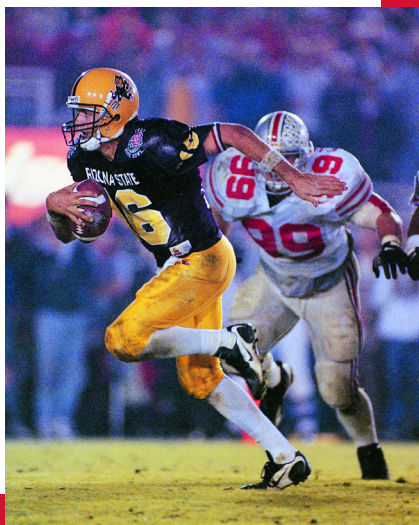
DECEMBER 16, 2023

**PARADE STARTS 10 AM
PARKING OPENS 6 AM**

SPIRIT OF COMPETITION

The Vrbo Fiesta Bowl Parade presented by Lerner & Rowe has been a statewide jewel since its first production in the early 1970s. The pageantry of this 51st edition two-mile march through Central Phoenix showcases the magnificent competition created right here in Arizona.

GRAND MARSHALS



Jake Plummer

Former Arizona State University and NFL quarterback, Jake Plummer led one of the greatest Sun Devils football teams during his senior season in 1996, guiding the squad to an undefeated regular season, a Pac-10 championship and a berth in the Rose Bowl. Plummer finished third in the Heisman Trophy voting before being drafted by the Arizona Cardinals in 1997 where he played six seasons in the Valley. Then Plummer went to the Denver Broncos where he reached the playoffs three times in four seasons. The College Football Hall of Famer is now a vocal advocate for healthy living and the healing powers of functional mushrooms.



Richard Jefferson

A Phoenix native who starred on Moon Valley High School's basketball team, Richard Jefferson moved 1.5 hours south to play at the University of Arizona where he earned All-Final Four recognition during the Wildcats' run to the 2001 National Championship game. Jefferson, who enjoyed a 17-year NBA career, was drafted 13th overall in the 2001 Draft by the New Jersey Nets, reaching his first two NBA Finals in 2002 and 2003. Then in 2016 Jefferson was crowned an NBA champion with the Cleveland Cavaliers. A member of the Arizona Ring of Honor and the Pac-12 Hall of Honor, Jefferson has been an ESPN analyst since 2019.

Together they are a shining example the Parade's 2023 theme, "Spirit of Competition."

SPECIAL GUESTS

Joining Jake Plummer and Richard Jefferson are some very special guests!

Diana Flores

Born with a natural flair for the game, Diana Flores began her flag football career at eight years old then joined the Mexican National Flag Football Team at 16, becoming the youngest player to compete in an international tournament. Flores, team captain and quarterback, led the national squad to a gold medal in the 2022 World Games. The following year she was the Offensive Coordinator of the American Football Conference's team in the 2023 Pro Bowl, working alongside NFL legend Peyton Manning. Off the field, Flores is a global icon in the fast-growing sport of flag football and is an advocate for women in sports and serves as a spokesperson for the International Olympic Committee.



AIA State Champion Football Teams and Spirit Squads

Tying into the Fiesta Bowl's newest community strategic initiative, Fiesta Bowl Friday Night Showdown presented by Super Star Car Wash, that deepened grassroots football engagement within high school football, the AIA High School State Champion Tackle and Flag Football teams and their Spirit Squads across all divisions are honored to celebrate their competitive success on the field this season. The champions from the two girls flag football divisions plus the runners-ups (6A, 5A), and their spirit squads represent the wonderful "Spirit of Competition."



**OPENING
ACT** **BOOM!
PERCUSSION
ENTERTAINMENT**

BOOM! is a professional specialty-entertainment company devoted to creating high-impact event experiences. There's a lot that goes into each signature BOOM! experience, from established routines which are personalized for all events to fully customized productions! We are so excited to have them set the Vrbo Fiesta Bowl Parade presented by Lerner & Rowe!

1 **Vrbo**

Vrbo is the "go-to" for finding the perfect place to stay together on your next family vacation. 2023 is the second year Vrbo is the title sponsor of the Vrbo Fiesta Bowl and Vrbo Fiesta Bowl Parade, and it looks forward to welcoming football fans from across the country to Arizona to watch Liberty and Oregon square off!

2 **GRAND CANYON
UNIVERSITY
BAND**

The GCU Spirit Programs, which are large contributors to the "biggest party in college basketball," consist of GCU cheerleaders and dancers, and the Thundering Herd Pep Band and Thunder. The teams also compete at college nationals in Florida and have won several national titles both together and individually in the Gameday category. They are known for creating the best gameday atmosphere, serving their communities and spreading light wherever they go!

3 **FIESTA BOWL
VOLUNTEER
AWARD
WINNERS**

The volunteer award winners are selected for their outstanding work supporting the Fiesta Bowl and its mission. On the float today is the 2022-23 Chair of the Year Kirk Harbaugh; Committee Member of the Year David Weissman; the Randi Knappenberger Ambassador of the Year Karen Casassa; the George Leonard Rookie of the Year Chip Pray; and the winner of the Frank Snell Lifetime Achievement Award, Karolyn Kiburz. This year, the Glenn Hawkins Volunteer of the Year award went to Ro Gonzalez, in part due to his dedication, enthusiasm and desire to create an unmatched experience at the Vrbo Fiesta Bowl and Guaranteed Rate Bowl!

4 **GRAND
MARSHAL JAKE
PLUMMER**

College Football Hall of Famer Jake Plummer is a former Arizona State University and NFL quarterback who guided the 1996 Sun Devils football team to an undefeated regular season, Pac-10 championship and berth in the Rose Bowl. Plummer finished third in the Heisman Trophy voting before being drafted by the Arizona Cardinals in 1997. After six seasons in the Valley, Plummer signed with the Denver Broncos where he reached the playoffs three times in four seasons. He is now a vocal advocate for healthy living and the healing powers of functional mushrooms.



COLLEGE FOOTBALL IS UNLIKE ANYTHING ELSE.

There's no better feeling than being at a game with a hundred thousand of your screaming friends and fan family, all behind your team as one. The cheers are louder. The excitement is more electric. The wins are even sweeter.

At Vrbo, we believe that being together makes every event, vacation, and pretty much everything else better. We want you to experience the highs, lows, and everything in between with just your people. Which is why in every Vrbo vacation home, the host never stays with you.

We hope you'll get even more out of your football Saturdays with the launch of One Key – a rewards program you won't find on any other vacation rental platform. Earn rewards with Vrbo stays, wherever the season takes you.

Best of luck to both teams. And on behalf of everyone at Vrbo and Expedia Group, we wish you a happy and healthy New Year.

Football Away baby,

A handwritten signature in dark blue ink, appearing to read 'Peter Kern', with a long, sweeping underline.

Peter Kern CEO and Vice Chairman, Expedia Group

PARADE DAY LINEUP

5 FIGHTER COUNTRY FOUNDATION

With their American flag balloon, this group returns to the Vrbo Fiesta Bowl Parade presented by Lerner & Rowe each year. The Fighter Country foundation supports the men, women, families and mission of Luke Air Force Base, and the handlers of their balloon today are members of the Honorary Commander alumni organization, the Blue Blazer Squadron. They are joined by Luke Air Force Base Airmen in uniform.

6 LERNER & ROWE

The presenting partners of the Vrbo Fiesta Bowl Parade are honored to be returning for their third year. Like the Fiesta Bowl is More Than Just a Game, Lerner & Rowe is more than a law firm. They've donated millions of dollars to the communities they serve with the ultimate goal to positively impact their community 365 days a year. Hurt in a wreck? Need a check? Make one call to the 24-7 award winning legal team at Lerner & Rowe injury attorneys!

7 PHOENIQUERA CLASSICS & FINEST

The classic car club features classic cars and trucks ranging from 1936 to 1954. They are a family-oriented club who take pride in building classics in their spare time. They enjoy showing these classics to the community in events like this so you can appreciate the beauty of these classics. Please enjoy as much as we do.

8 PHOENIX SKY HARBOR INTERNATIONAL AIRPORT

Phoenix Sky Harbor is the largest economic engine in the state, with an annual economic impact of \$38 billion. America's Friendliest Airport is located just three miles from downtown Phoenix. Your journey awaits with more than 120 domestic and 23 international destinations! Visit SkyHarbor.com to learn more.

9 CHANDLER HIGH SCHOOL MARCHING BAND

The Chandler High School Marching Band is one of the oldest programs in the state of Arizona. They provide entertaining and artistic performances at various venues, including games, pep rallies, and festivals. This season, they have performed across the state at football games and Marching Band competitions.

10 NAVAJO CODE TALKER WWII

Thomas H. Begay is a Navajo Code Talker who served in WWII and the Korean War. He used the Navajo language in WWII to communicate in a code that was famously never broken by the Japanese. He used the code during the Battle of Iwo Jima, which preserved the victory for Allied Forces and the United States.

11 ARIZONA EARLY DAYS GAS ENGINE AND TRACTOR ASSOCIATION

Arizona Early Day Gas & Tractor is a family-oriented organization dedicated to the preservation and display of antique farm tractors and machinery. The association strives to preserve its heritage by passing the interest in antique farming equipment on to the younger generation.



NO OTHER PROGRAM REWARDS YOUR LOYALTY LIKE THIS.

Introducing One Key, a rewards program you won't find on any other vacation rental platform. Vrbo guests can earn and use travel rewards on eligible vacation rentals, hotels, flights, car rentals, and more across Vrbo, Hotels.com, and Expedia.



Private Vacation Rentals



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PARADE DAY LINEUP

12 SUN CITY POMS

The Sun City Poms began in 1979 as a cheerleading group for the Sun City Saints women's softball team. The group has since evolved from cheerleading into its current structure as a marching and performing unit. They come from all walks of life and range in age from 55 to 90. These ladies are indeed ambassadors of good health and fitness and inspire all ages, strutting their stuff with rhythm, energy, agility, and showmanship!

13 BLUE CROSS BLUE SHIELD OF ARIZONA

The only major health insurer based in Arizona with nearly 2 million customers, AZ Blue is on a mission to inspire health and make it easy for all Arizonans. With an over 80-year history of investing in Arizona communities, AZ Blue has donated millions to support health solutions in the state they love and call home. AZ Blue employees love Arizona and are proud to inspire a healthier state for all!

14 SOLDIER'S BEST FRIEND

Soldier's Best Friend provides U.S. military veterans living with combat-related Post Traumatic Stress Disorder (PTSD) or Traumatic Brain Injury (TBI) with Service or Therapeutic Companion Dogs, most of which are rescued from local shelters. The veteran and dog train together to build a trusting relationship that touches two lives at once and inspires countless others.

15 SPECIAL GUEST DIANA FLORES

Diana Flores is the captain and quarterback of the Mexican National Flag Football Team, leading the squad to a gold medal in the 2022 World Games. Flores was the Offensive Coordinator of the American Football Conference's team in the 2023 Pro Bowl, working alongside NFL legend Peyton Manning. Off the field, Flores is a global icon in the fast-growing sport of flag football and serves as a spokesperson for the International Olympic Committee.

16 DESERT CANYON MIDDLE SCHOOL BAND

The Desert Canyon Middle School Band is participating in the Vrbo Fiesta Bowl Parade for their third consecutive year! The band consists of 6th-8th grade musicians who love to share music with the community. The Desert Canyon Band participates in three parades around Arizona every year. These Mountain Lions have been accepted into the Disneyland Recording Session Workshop which they will attend in May!

17 BE KIND PEOPLE PROJECT

The mission of The Be Kind People Project (BKPP) is to deliver relevant learning and youth development opportunities that inspire humanity, academic achievement, healthy living and initiate a positive change in the learning environment for students wherever and however they learn. BKPP is a nonprofit organization building a generation of respectful, responsible, healthy and caring citizens and leaders.

PARADE DAY LINEUP

18 RESCUE A GOLDEN OF ARIZONA

Rescue A Golden of Arizona is an all-volunteer nonprofit dedicated to the rescue, rehabbing and rehoming of Golden Retrievers that are abandoned, injured, sick or have lost their homes. 2023 marks their 25th year of saving these gorgeous dogs! So far this year Rescue A Golden has rescued more than 150 dogs, including a whole bunch of puppies, some of which are walking in the parade today! Join Rescue A Golden in their mission to save more Golden Retrievers! Sign up at golden-retriever.org and become a rescuer today!

19 GRAND MARSHAL RICHARD JEFFERSON

Richard Jefferson is an ESPN analyst and Phoenix native, graduating from Moon Valley High School then moving 1.5 hours south to play basketball at the University of Arizona where he is now a member of the Arizona Ring of Honor and the Pac-12 Hall of Honor. He helped the Wildcats advance to the 2001 NCAA Championship Game. Jefferson was drafted 13th overall and enjoyed a 17-year NBA career, including an NBA championship in 2016 as a member of the Cleveland Cavaliers.

20 ALL AMERICAN HOT RODS

Hot rods are as American as baseball, jazz and apple pie. The All American Hot Rods group is here today with some of its highly-customized, high-performance cars and trucks that reflect the innovation and resourcefulness that we associate with our national spirit.

21 FIESTA BOWL CHARITIES

The charitable arm of the Fiesta Bowl participates in year-round projects like playground builds, football field dedications, the annual grant cycle and so much more! The Fiesta Bowl continues to give more in annual charitable giving than any other college bowl organization. This year, over 500,000 Arizonans will be impacted by Fiesta Bowl giving! Don't forget – you can support the mission of Fiesta Bowl Charities and the Blue Cross Blue Shield Empowering Diversity Scholarship by purchasing a 50/50 raffle ticket at FiestaBowl.org/5050.

22 PALO VERDE FIESTA BOWL CHARITIES WISHES FOR TEACHERS

In November, Fiesta Bowl Charities gave \$2,500 grants to 500 teachers across the state of Arizona for a total of \$1.25 million in education funding! Their wishes ranged from renovating classrooms to providing new technology and so much more. We welcome several Arizona educators and grant recipients joining us today!

PARADE DAY LINEUP

23 APS FIRE ENGINE - TEACHER OF THE YEAR

The APS Fire Engine is carrying 10 amazing educators who were selected as nominees for Arizona Teacher of the Year! The Arizona Teacher of the Year program is provided by the Arizona Educational Foundation. This year's Teacher of the Year is Efrain Casillas, a music teacher from Porfirio H. Gonzales Elementary and Desert Oasis Elementary!

24 ARIZONA'S FAMILY 3TV

Arizona's Family is home to 3TV, CBS 5 and the newly launched Arizona's Family Sports Network. For more than 70 years, Arizona's Family has been providing Arizonans with news and information to live their best lives! Whether you're headed up north or enjoying the Valley of the Sun, their First Alert weather and traffic teams are determined to keep your holidays bright. While First Alert has the weather covered, their Surprise Squad team sponsored by Your Valley Toyota Dealers is constantly delivering kindness and cheer to Arizonans all year!

25 PHOENIX SUNS

The Phoenix Suns are represented by Suns legend Rex Chapman and the Gorilla who are riding in the Suns' 1957 Chevy Bel-Air lowrider built and designed by Efrain "Bugs" Gonzales for the Suns El Valle program. The Suns will be wearing their El Valle uniforms again in their game against the Wizards tomorrow night at Footprint Center.

26 SPIRIT'S MASCOT FRIENDS

The Fiesta Bowl mascot, Spirit, is here today with some of the most recognizable faces in Arizona sports. Spirit has been busy this year, making over 100 appearances in the community to help spread the Fiesta Bowl mission all over our state!

27 SAGUARO HIGH SCHOOL MARCHING SABERCATS

Marching in the Vrbo Fiesta Bowl Parade for the second consecutive year, the Saguaro High School Marching Sabercats recently finished a run in the AZMBA competition circuit. Under the direction of Samuel Litt, the Sabercat Marching Band is led by drum majors Jake Weiss and Sadie Williams, performing Lady Gaga's "Edge of Glory."

28 JUSTICE LEAGUE ARIZONA

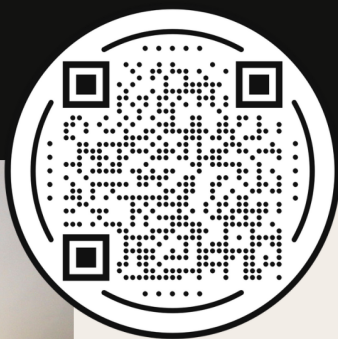
Justice League Arizona is a volunteer-based group bringing costume enthusiasts together to promote interest in DC Comics. Justice League Arizona also contributes to the local community through costume charity and volunteer work, including regular visits to local children's hospitals!

29 FIESTA BOWL AMBASSADORS

Riding on Ollie the Trolley, this lovely group of women volunteers supports the Fiesta Bowl Committee and helps provide first-in-class hospitality to administration, players and guests from the Guaranteed Rate Bowl and Vrbo Fiesta Bowl teams and at year-round Fiesta Bowl events.



Holiday Cookie Recipes



*from our families,
to yours*



Hot Cocoa Cookies with Marshmallow Buttercream

PARADE DAY LINEUP

30 PAGEANT SISTERHOOD

Pageant Sisterhood is a group of young women representing the state of Arizona through kindness and community service with dreams to make Arizona a better place through service, compassion and kindness.

31 TENDER LITTLE HEARTS MINI TALES

Tender Little Hearts Mini Tales and Equine Assisted Services provides the promotion of literacy services and reading encouragement for children as well as assisted therapy activities for children and adults with special needs, development issues or disabilities, veterans with PTSD or are in need of emotional relief therapy, homes serving abused or at-risk children, foster homes and centers, hospice, hospitals, skilled nursing care facilities, senior care centers, memory care facilities and more.

32 501ST LEGION DUNE SEA GARRISON

The 501st Legion, Rebel Legion, Mandalorian Mercs, The Dark Empire, and Droid Builders are charity Star Wars costume groups with over 15,000 members worldwide and over 300 across the State of Arizona. The local groups participate in several hundred events each year all over the state including hospital visits, charity walks, library visits, sporting events, and parades.

33 MARICOPA COUNTY SHERIFF'S DEPARTMENT

aul Penzone, Sheriff for Maricopa County, has 30 years of law enforcement and public safety experience. The Sheriff is accompanied today by the Maricopa County Sheriff's Office Mounted Unit, Motor Unit, Honor Guard and his Deputies.

34 SRP

SRP is a community-based, not-for-profit public power utility and the largest provider of electricity in the greater Phoenix metropolitan area, serving more than 1 million customers. SRP is proud to partner with Fiesta Bowl on year-round initiatives that support the community, like Wishes for Teachers Draft Day presented by SRP. Volunteers from SRP are here today with their Wattson balloon, and they generously provided our Parade Grandstands! To learn more, visit srpnet.com.

35 MARIACHI ESTRELLA DE COBRE

Founded in 2022, Mariachi Estrella de Cobre means "Copper Star," named in recognition of the great state of Arizona, where each of its members were born and raised. The members value the beauty and rich history of traditional mariachi music and are joining the Vrbo Fiesta Bowl Parade for the second year in a row!

36 HALL OF FLAME MUSEUM

Located right here in Phoenix, the Hall of Flame Museum of Firefighting is the world's largest museum devoted to the history and traditions of firefighting. The museum features more than a hundred firetrucks, antique fire apparatus and displays of the social and technological history of firefighting. Today's vintage firetrucks in the parade are driven by Hall of Flame volunteers, many of whom are retired or former volunteer firefighters.

PARADE DAY LINEUP

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- 37** **MISS ARIZONA USA AND MISS ARIZONA TEEN USA**
- Both crowned on Memorial Day, Candace Kanavel, a Tempe police officer, is the current reigning Miss Arizona USA and Peyton Stuewe, a freshman college student, is the current reigning Miss Arizona Teen USA.
-
- 38** **DONATE LIFE ARIZONA**
- Donate Life Arizona makes the most of life through the gift of organ, eye and tissue donation. Walking with Reggie the Donor Cactus balloon today are transplant recipients and donor families honoring their loved ones, along with ADOT MVD staff. You can join more than 4.4 million Arizonans and register as a donor at the MVD or DonateLifeAZ.org.
-
- 39** **ARIZONA TWIRLING ATHLETES**
- It wouldn't be a parade in the Southwest without the spirited twirlers of the Arizona Twirling Athletes, who are joining the Fiesta Bowl Parade for the 43rd year. Today, the twirlers twirl one to three batons to the music provided by their self-built float, which is the only self-propelled float in the parade!
-
- 40** **FUTURE FOR KIDS**
- Future for KIDS provides mentor-driven after-school programs and camps that focus on academics, athletics and ethics to improve the lives of youth facing adversity. The organization is recognized for its commitment to excellence, diversity and innovation in creating brighter futures for our community's most vulnerable youth.
-
- 41** **MARICOPA BAND BOOSTERS**
- The Marching Rams and Maricopa High School Cheer Team are an integral part of the Maricopa community, which has grown from a small unincorporated farming town in Pinal County to a flourishing city in 2003 and today, a bustling suburb. Both band and cheer are active in the Maricopa community, performing at local events and are a fan-favorite at basketball and football games on campus!
-
- 42** **JURASSIC PARK MOTOR POOL DESERT RAPTOR DIVISION**
- The Jurassic Park Motor Pool is a global network of fans whose enthusiasm resulted in individually owned versions of themed vehicles from the franchise. The Desert Raptor Division started as a handful of members who stumbled upon each other throughout the Phoenix area, and it has grown to represent nearly 50 vehicles across the Four Corners region of the United States!
-
- 43** **FIESTA BOWL BOARD CHAIR RANDAL NORTON**
- Randal Norton is in his second and final year as Board Chair after beginning his tenure with Fiesta Bowl in 2002 when he joined the Yellow Jacket Committee. During his time at Fiesta Bowl, Randal has held numerous leadership positions and been a Board member since 2015.
-

PARADE DAY LINEUP

44 **FIESTA BOWL
EXECUTIVE
DIRECTOR & CEO
ERIK MOSES**

Erik recently celebrated his one-year anniversary at Fiesta Bowl as Executive Director & CEO! In his first year, Erik brought exciting new initiatives to the Fiesta Bowl Organization, including the Friday Night Showdown High School Football integration, new Legacy Football Clinics, and a College Football Game of the Week, deepening Fiesta Bowl's three community pillars of youth, sports and education.

45 **FIESTA BOWL
PARADE CHAIR
GREG STARK**

Meet the Yellow Jacket responsible for all the magic here today. Greg has worked tirelessly with the rest of the Parade committee and Fiesta Bowl staff to make this year's Vrbo Fiesta Bowl Parade presented by Lerner & Rowe the amazing event it is!

46 **FIESTA BOWL
YELLOW
JACKETS**

Back in the 1970s, the Fiesta Bowl founders chose the color yellow so their committee would stand out, but it's not the jackets that make this group shine – Yellow Jackets have donated immense amounts of time to making the Fiesta Bowl the impactful, community-minded organization that it is. The Vrbo Fiesta Bowl, Guaranteed Rate Bowl and Vrbo Fiesta Bowl Parade presented by Lerner & Rowe would be nothing without them!

47 **FIESTA BOWL
COMMITTEE
CHAIR TIM
NEWQUIST**

An 11-year Yellow Jacket veteran, Tim Newquist is the Fiesta Bowl 2023-24 Committee Chair. He oversees the 129-member group in guiding the committee's fundraising, volunteerism and engagement efforts.

48 **WHITE
MOUNTAIN
APACHE
PRINCESS**

In pursuit of keeping Apache traditions alive, Miss Delilah James is the 2023-24 White Mountain Apache Princess.

49 **CARIBBEAN
ZONE**

The Caribbean Zone group represents the Republic of Trinidad and Tobago along with Arizona's and surrounding states' Caribbean communities. They simulate an authentic Caribbean Carnival, utilizing genuine costumes, dancers and musicians playing steel drum instruments. Their presentation features dancers depicting butterflies, hummingbirds, angels, archangels and the Goddess Isis.

COUNT ON **GOOD MORNING ARIZONA** TO BE ON YOUR SIDE.



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4:30AM - 10AM WEEKDAYS



GOOD MORNING ARIZONA
4:30AM - 7AM WEEKDAYS



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SCOTT
PASMORE

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RAFOLS

IAN
SCHWARTZ

GINA
MARAVILLA



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AZ FAMILY NEWS APP AND
FIRST ALERT WEATHER APP



PARADE DAY LINEUP

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- | | | |
|-----------|---|---|
| 50 | ARIZONA MILK PRODUCERS | This nonprofit organization works on behalf of Arizona’s dairy farmers to educate, promote and support the people, products and process of the dairy story from farm to table. Dairy farmers are dedicated to producing affordable, nutritious food that is good for people and the environment, while making sure their cows are always well-cared for. |
| 51 | HASHKNIFE PONY EXPRESS | It has been 65 historic years since the first letter delivery of the Hashknife Pony Express. The group has carried the football and coin for the start of two Super Bowls in Arizona as well as headlined for ESPN Sports. They’re the longest continuous United States Postal-sanctioned mail carriers, keeping “Spirit of the Old West Alive!” |
| 52 | BLING TOUR, LLC | Bling Tour is an innovative, child-centered studio offering a wide variety of dance, cheer, tumbling, gymnastics and ninja classes for ages 2-18. Their uniqueness is driven by their facility, instruction and curriculum. They offer intro through advanced-level classes and strive to offer the highest quality programming during each class. |
| 53 | PARADISE VALLEY UNIFIED SCHOOLS | This ensemble is comprised of students from all 5 high schools in the Paradise Valley Unified School District. This is the PVUSD marching bands 3 time in the Fiesta Bowl parade. |
| 54 | GIRL SCOUTS OF ARIZONA | Girl Scouts bring their dreams to life and work together to build a better world. Locally, Girl Scouts Arizona Cactus-Pine Council (GSACPC) is working to serve 13,000 K-12 girls across central and northern Arizona and all the Navajo Nation and Hopi Lands this year. Today, the Girl Scouts are marching alongside their Mobile Mountain Biking Trailer, made possible by a Fiesta Bowl Charities Grant. |
| 55 | AIA STATE FOOTBALL TEAMS + SPIRIT SQUADS | Joining the Arizona Boys State Champions of the AIA Open Division, Liberty High School, are the Arizona Girls Flag Football State Champions and State Runners Ups: Mountain View High School (6A champions), Mountain Ridge High School (6A runner up), Campo Verde High School (5A champion) and Canyon View High School (5A runner up). |
| 56 | SLEEP IN HEAVENLY PEACE | Sleep in Heavenly Peace builds and delivers beds for children in need. They are committed to their cause that “No Kid Sleeps on the Floor in Our Town.” They also build a great sense of community as they build every bed from scratch with community donations and volunteer help! |
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THE ARIZONA CARDINALS WOULD
LIKE TO WELCOME YOU TO ARIZONA.

ENJOY YOUR STAY.



To catch all the excitement of Cardinals football,
visit azcardinals.com/tickets.

PARADE DAY LINEUP

57 **SHADOW RIDGE
HIGH SCHOOL
MARCHING
BAND AND
SPIRIT LINE**

The Shadow Ridge Band program is committed to musical excellence while developing lifelong learners and fantastic future leaders. Shadow Ridge Bands are under the direction of Mr. Kurwin Forest and the Marching Band is making its seventh appearance in the Vrbo Fiesta Bowl Parade.

58 **RISAS DENTAL
AND BRACES**

Risas Dental and Braces is celebrating 11 years of going the extra mile for every smile, embracing a lifelong mission to change the way dentistry is offered in the United States and making it accessible to all. Since opening in 2011, Risas has provided over \$9.1 million in free treatment. With 17 locations across Arizona, Risas Dental and Braces is proud to now offer children's dentistry at Risas Kids Dental. They are represented today with the Risey balloon!

59 **TOWN OF CAVE
CREEK**

The Town of Cave Creek is a unique town north of the Valley, surrounded by the Tonto National Forest. With a colorful history of ranching, prospectors and Native American culture, Cave Creek still embraces its strong western heritage. Cave Creek hosts many diverse events throughout the year including the Cave Creek Rodeo and Arizona Bike Week.

60 **BRC THEATRE
GROUP**

BRC Theater Group is a dynamic and thriving local community theater group that has been enriching the arts scene in our community for several years. All the plays are produced, written and directed by the visionary Dr. Brenda Combs herself. Each production is carefully crafted to captivate and engage audiences of all ages.

61 **VS PAGEANTS**

VS Pageants, where beauty meets purpose and dreams take center stage, is proud to be the home of Miss Juneteenth Arizona and Little Miss Valley of the Sun Arizona, showcasing the epitome of grace, talent and commitment within the pageant industry. VS Pageants redefines beauty, empowers voices and celebrates the strength within the spirit of womanhood.

62 **BALLET
FOLKLORICO DE
SANTA MARIA**

Ballet Folklorico de Santa Maria is a Folklorico dance company based out of Southwest Phoenix. The dancers have performed throughout the United States, Mexico City, Guadalajara, Japan and Hawaii. Under the direction of David Carrillo and Irene Levario, the group is celebrating its 42nd anniversary this year.

63 **CORONA DEL
SOL HIGH
SCHOOL**

The Corona del Sol Steel Band has participated in the parade for the last 14 years. The band would like to thank the Corona del Sol Band Boosters, Lonnie Slawson and Rick Headlee. The band will play fun island music on authentic steel drums. If you are interested in joining the band, please contact Corona del Sol High School.

PARADE DAY LINEUP

64

DESERT DIAMOND CASINO

Located at the 101 and Northern Avenue, Desert Diamond Casino West Valley offers fine dining and exciting gaming entertainment, including new table games and a new sportsbook! As an enterprise of the Tohono O’odham Nation, Desert Diamond Casino is proud to present an important symbol of the O’odham culture with Hank, their playful saguaro cactus balloon.

65

ORPHEUS MALE CHORUS OF PHOENIX

Since 1929, the Orpheus Male Chorus of Phoenix (OMC) has been the longest standing, continually performing choral group in the State of Arizona. This year OMC headlined a charity concert at the Mesa Performing Arts Center, benefiting the 100 Club of Arizona, and in June OMC undertook a European Tour to Prague, Vienna and Salzburg with performances in Salzburg Cathedral, Esterhazy Palace and with the Mozart Boys Choir.

66

FUSHICHO DAIKO

Fushicho Daiko is celebrating 31 years of Japanese Taiko drumming in Phoenix, with a performing ensemble that presents both traditional and original Taiko repertoire with power, energy, skill and joy. The downtown Phoenix studio provides classes and workshops for all ages, and with almost 80 students and eight ensembles, they welcome all to join their community to learn more about this ancient, exciting and inclusive art form.

67

GLOBE HIGH SCHOOL ALUMNI ASSOCIATION

The oldest high school football rivalry in Arizona can be found in Globe-Miami. Beginning in 1923, the fierce competitive spirit for the battle of the Copper Kettle between these two small mining towns is still raging 100 years later!

68

VALLEY VISTA HIGH SCHOOL

The Valley Vista Vanguard is from Valley Vista High School in Surprise, Arizona. The Vanguard is proud to showcase the musical talents of the amazing students from the great state of Arizona.

69

ARIZONA AVENGERS

The Arizona Avengers are an all-volunteer non-profit costuming group based in Arizona. They're dedicated to making the world a better place through their costuming. They visit hospitals, schools, shelters, and work alongside other non-profits to spread positivity and uplift their local community.

70

MUSTANG CLUB

The Mustang Club is a local organization whose members are united by their love of the Ford Mustang! For the last several years, members of the Mustang Club have generously used their awesome Mustangs to drive many parade special guests and dignitaries down the parade route.

PARADE DAY LINEUP

71 PRIDE OF SUNRISE MARCHING BAND

The Award-Winning Pride of Sunrise Marching Band from Northern Peoria is led by Drum Majors Grace Givens and Caleb Johnson. Under the direction of Jacob Osorio and Leah Shanley the Marching Mustangs are proud to continue their legacy of pride and excellence representing their community today.

72 ARIZONA GHOSTBUSTERS INC.

The Arizona Ghostbusters are a 501c3 non-profit organization celebrating 17 years of service. Their Ghostbusting vehicles and equipment allow them to bring attention to many well deserving charities across the state.

73 MOUNTAIN WEST RIDGE HIGH SCHOOL PRIDE OF THE WEST

Known as the "Pride of the West," the Mountain Ridge Marching Band includes more than 200 students. All band students participate in the Marching Band, which has amassed an enviable record of state and regional championships, and performances across the country from Hawaii to Washington D.C.

Sign Up. Save Lives.

Looking at Gracie Hoskins' big smile, you would never know she's had to overcome health hurdles since the day she was born. At just a few months old, Gracie received a lifesaving heart transplant.

"She wouldn't be here without her transplant," says Blessing Hoskins, as she turned to give her daughter a loving smile. "And that would be a shame because she is awesome and has so much personality."

Register as an organ and tissue donor at [DonateLifeAZ.org!](https://www.DonateLifeAZ.org)



Arizona





TICKETS, WHO NEEDS TICKETS?

The Vrbo Fiesta Bowl has been played in front of full crowds for some of the most memorable college football moments, and this year will be no exception!

Buy your tickets NOW and kick off New Year's Eve in style!

The 53rd Annual Vrbo Fiesta Bowl will feature No. 23 Liberty battling No. 8 Oregon in their first-ever matchup on Monday, January 1, 2024, at 11 a.m. MST. Tickets are available at FiestaBowl.org/Tickets.

The highly anticipated Guaranteed Rate Bowl kicks off on Tuesday, December 26 at 7 p.m. MST. Kansas will take on UNLV for the third time in this long-awaited game, which will be televised live on ESPN to a nationwide television and streaming audience. Tickets for the Guaranteed Rate Bowl are now available at GuaranteedRateBowl.org.

Get in now before it's too late!

[BUY NOW](#)



BETTER TO GIVE THAN RECEIVE

At the heart of the Fiesta Bowl Organization is a simple mission: to enhance organizations that contribute to the success of their communities through youth, sports and education. Through its two annual Bowl games in the Valley, the Vrbo Fiesta Bowl and the Guaranteed Rate Bowl, as well as community events throughout the year, Fiesta Bowl Charities has selected 20 Arizona nonprofits through its 2023-24 grant cycle. Over 1 million Arizonans will be positively impacted by the Fiesta Bowl Charities Grants!

QUICK FACTS ABOUT FIESTA BOWL CHARITIES

20 nonprofits benefit from Fiesta Bowl Charities' grant cycle in 2023-24

\$7 million granted through Fiesta Bowl Charities Wishes for Teachers program's first eight years

500 Arizona teachers received a \$2,500 grant, for a total of \$1.25 million

Fiesta Bowl gives more in charitable giving than any college bowl organization

[LEARN MORE](#)



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