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State To Sponsor Float In 2010 Roses Parade

Official Said Float Good Way To Reach Potential Tourists

POSTED: 5:55 pm MDT October 18, 2009
 UPDATED: 6:30 pm MDT October 18, 2009

SANTA FE, N.M. -- New Mexico plans to sponsor a float in the 2010 Tournament of Roses Parade in Pasadena, Calif.

New Mexico Tourism Secretary Michael Cerletti said the response from the southern Californian travel market to New Mexican floats in the 2006, 2008 and 2009 parades was tremendous.

Cerletti said a float is a good way to reach potential visitors to New Mexico who live around the world.

The parade is broadcast in 150 countries and nearly 40 million Americans watch it.

The float will be built by Fiesta Parade Floats of Pasadena and designed by Raul Rodriguez.

The float's design will be unveiled Oct. 29 in Albuquerque.

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