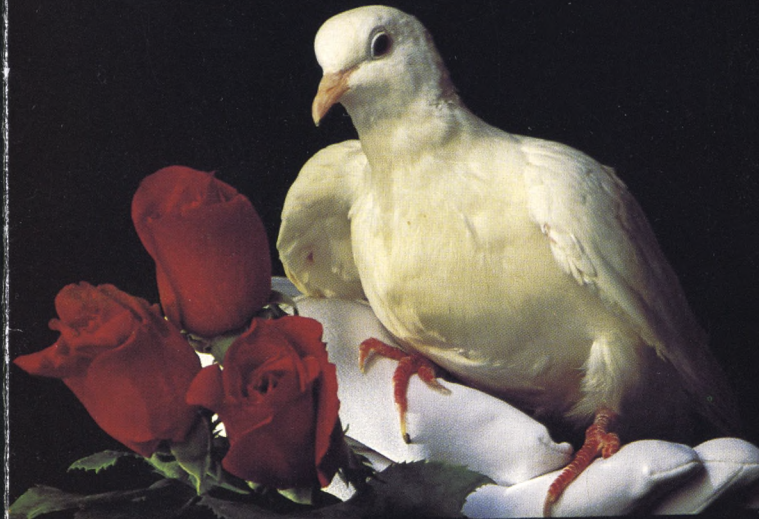


1989 PORTLAND ROSE FESTIVAL

June 2-June 25



Portland Rose Festival Association
220 N.W. 2nd Ave.
Portland, Oregon 97209
(503) 227-2681

One of North America's
Finest Celebrations

As if by Magic

EVENTS AND DATES

Budweiser Entertainment Center

Friday, June 2-Sunday, June 11; Lloyd Center South Parking Lot.

Lloyd Center Rose Festival Queen Coronation

Friday, June 2; Civic Auditorium.

Pepsi Golden Rose Ski Classic

Friday, June 2-Saturday, June 3; Timberline Lodge on Mt. Hood.

KGON Fireworks Spectacular

Friday, June 2; Waterfront Park.

Coors Light/Pepsi Festival Center

Friday, June 2-Sunday, June 11; Waterfront Park.

Alaska Airlines Starlight Parade

Saturday, June 3; Downtown Portland.

Skipper's/KPDX Milk Carton Boat Races

Sunday, June 4; Westmoreland Park.

U.S. and Canadian Navy Ships

Wednesday, June 7-Tuesday, June 13;
Waterfront Park.

Pacific Power Junior Parade

Wednesday, June 7; Hollywood District.

Portland Rose Society Rose Show

Thursday, June 8-Friday, June 9;

KXL/Continental Airlines Jazz Band Classic

Thursday, June 8; Arlene Schnitzer Concert Hall.

Fred Meyer/KEX Festival of Bands

Friday, June 9; Portland Civic Stadium.

Maxwell House Rose Festival Airshow

Saturday, June 10-Sunday, June 11;
Hillsboro Airport.

Grand Floral Parade

Saturday, June 10; Downtown Portland.

Oregon Symphony Special Concert

Saturday, June 10-Sunday, June 11; Arlene Schnitzer Concert Hall.

G.I. Joe's Rose Cup SCCA Races

Friday, June 16-Sunday, June 18;
Portland International Raceway.

Willamette Savings Hot Air Balloon Classic

Saturday, June 17-Sunday, June 18;
Sunset High School.

Cascade Run Off

Sunday, June 18; Waterfront Park

Budweiser/G.I. Joe's Indy 200

Friday, June 23-Sunday, June 25;
Portland International Raceway

(Corporate sponsors subject to confirmation.)



*Skipper's/KPDX
Milk Carton Boat Races*

*Maxwell House
Rose Festival Airshow*



L. J. CIVIS

As if by magic, the 81st annual Portland Rose Festival will appear in June 1989 to entertain audiences of all ages like no other festival can.

The festival promises to mesmerize crowds with more than 50 spectacular events, which ranks the Rose Festival as one of the country's top 25 super events.

The city of Portland and its beautiful surrounding Oregon settings provide the perfect backdrop for the 24 days of fun events. While skiers are hitting the slopes of snow-capped Mount Hood for the festival's ski classic, other festival-goers are enjoying activities along Portland's greenway waterfront, such as the internationally acclaimed

Cascade Run Off.

There is definitely something for everyone at the Portland Rose Festival.

In the sky, festival-goers can follow the breathtaking maneuvers of world-renowned aerial acts at the festival's airshow, rated as one of the top 10 in the country. More than 40 hot air balloons also color the Portland sky for

one of the festival's many competitive events.

On the ground, audiences love to watch the more than 30 floats, horse units and regional and national marching bands participating in the second-largest, all-floral parade in the nation—the Grand Floral Parade.

The festival boasts two weekends of high-speed auto



Dick Powers/Photo Art

Willamette Savings Hot Air Balloon Classic



Chris Miller Photography

Budweiser/G.I. Joe's Indy 200



Design by: Staudinger Design. Cover Photo: Jon Deshler

*Grand Floral Parade—
Fiesta Bowl's entry— Clayton Hannon Award.*

racing, highlighted by an Indy car race featuring Bobby Rahal, Rick Mears and Danny Sullivan.

Audiences are also drawn to the Willamette Seawall for a carnival, exhibit area, food fair and tours on U.S. and Canadian Navy Ships.

Excitement, tradition and variety go hand in hand at all Rose Festival events.

So, come to Oregon and join in the celebration of "the City of Roses" at the Portland Rose Festival—it's a hard act to follow.



Dick Powers/Photo Art



*Coors Light/Pepsi
Festival Center*



Dick Powers/Photo Art

Scenic Mount Hood