

# 1990 Portland Rose Festival

JUNE 1 - 24

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

# Event Dates

## **Budweiser Entertainment Center**

Friday, June 1 to Sunday, June 10;  
Lloyd Center South Parking Lot

## **Lloyd Center Queen Coronation**

Friday, June 1;  
Civic Auditorium

## **Pepsi Golden Rose Ski Classic**

Friday, June 1 to Sunday, June 3;  
Timberline Lodge on Mount Hood

## **KGON Fireworks Spectacular**

Friday, June 1;  
Tom McCall Waterfront Park  
(Optional rain date to be set)

## **Red Rose Tea Festival Center**

Friday, June 1 to Sunday, June 10;  
Tom McCall Waterfront Park

## **Pepsi Rose Festival Amphitheater**

Friday, June 1 to Sunday, June 10;  
Tom McCall Waterfront Park

## **Oregon Lottery/KOIN Oregon Pavilion**

Friday, June 1 to Sunday, June 10;  
Tom McCall Waterfront Park

## **Henry's Oregon Pavilion Stage**

Friday, June 1 to Sunday, June 10;  
Tom McCall Waterfront Park

## **Alaska Airlines Starlight Parade**

Saturday, June 2;  
Downtown Portland

## **Dragon Boat Races**

Saturday, June 2 to Sunday, June 3;  
Tom McCall Waterfront Park

## **Skipper's/KPDX**

## **Milk Carton Boat Races**

Sunday, June 3;  
Westmoreland Park

## **U.S. and Canadian Navy Ships**

Wednesday, June 6 to Tuesday, June 12;  
Tom McCall Waterfront Park

## **Pacific Power Junior Parade**

Wednesday, June 6;  
Hollywood District

## **Portland Rose Society Rose Show**

Thursday, June 7 and Friday, June 8;  
Lloyd Center Ice Rink

## **Continental Airlines/KXL**

## **Jazz Band Classic**

Thursday, June 7;  
Arlene Schnitzer Concert Hall

## **Fred Meyer/1190 KEX**

## **Festival of Bands**

Friday, June 8;  
Portland Civic Stadium

## **Maxwell House Rose Festival Airshow**

Saturday, June 9 and Sunday, June 10; *← incorrect date*  
Hillsboro Airport

## **Grand Floral Parade**

Saturday, June 9;  
Memorial Coliseum to  
Downtown Portland

## **Oregon Symphony Special Concert**

Saturday, June 9 and Sunday, June 10;  
Arlene Schnitzer Concert Hall

## **Willamette Savings**

## **Hot Air Balloon Classic**

Saturday, June 16 and Sunday, June 17;  
Beaverton area

## **G.I. Joe's Rose Cup Races**

Friday, June 15 to Sunday, June 17;  
Portland International Raceway

## **Cascade Run Off**

Sunday, June 17;  
Waterfront Park

## **Budweiser/G.I. Joe's 200 CART/PPG-**

## **Indy Car World Series Event**

Friday, June 22 to Sunday, June 24;  
Portland International Raceway

*(Corporate sponsors subject to confirmation)*

**S**IMPLY SEND ROSES. The 82nd annual Portland Rose Festival will bloom in June 1990 to entertain audiences of all ages like no other festival can.

The Rose Festival promises to mesmerize crowds with some 60 events, which rank the Rose Festival as one of the nation's top 100 super events.

The city of Portland and its beautiful Oregon surroundings play host for the 24 days of fun events. While skiers are swooshing down 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 truly is something for everyone at the Rose Festival.

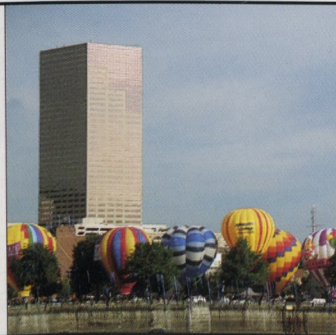
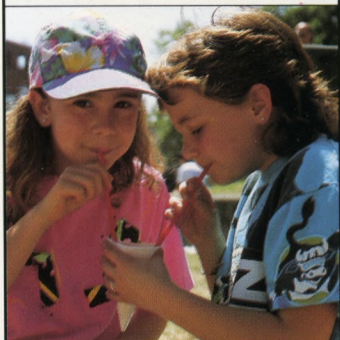
In the sky, festival-goers watch in awe as world renowned aerial acts perform their breathtaking maneuvers at the Festival's airshow, rated as one of the top four airshows in the country. More than 40 hot air balloons fill the sky with bursts of color at the Festival's hot air balloon classic.

On the ground, audiences are dazzled by the more than 30 floats, horse units and regional and national marching bands appearing in the Festival's Grand Floral Parade, the second-largest, all-floral parade in the nation.

The Rose Festival boasts two weekends of high-speed auto racing, highlighted by an Indy car race featuring such internationally known drivers as Danny Sullivan, Rick Mears, Mario Andretti and Bobby Rahal.

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

Excitement, tradition and variety make the Rose Festival bloom every year. So come to Oregon and join in the celebration of "the City of Roses" at the 1990 Portland Rose Festival.





Packet design by Mike Staudinger  
Cover and inside photos by Vern Uyetake  
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