

With the **2013 City of Glendale Tournament of Roses float** as the backdrop, Glendale Adventist Medical Center staff and stakeholders interacted with community volunteers in a whole new way. The award-winning project strengthened our positioning as a community leader in a competitive hospital market. We worked together with city planning departments, businesses and the Glendale City Council to create a design that reflected the community and the businesses that partnered to make the float possible.



