

Everything's Coming Up Roses For Passion Growers

By Tom Fielding

Focus on Flowers



For nearly 100 years, one of the premiere sporting events in the United States takes place every January 1 (well, sometimes January 2). The Rose Bowl football game in Pasadena, California, has been dubbed "The Granddaddy" of all college football bowl games, but until recently it has never had a company sponsor the "Rose." Until now, that is.

In late July, Miami's Passion Growers, a premium rose supplier and provider, was selected by the Rose Bowl and The Tournament of Roses to become the Rose Bowl's Official Rose of the Rose Bowl, the Official Rose of the Rose Bowl Game, and the Official Rose of Rose Bowl Stadium.

"This is an amazing opportunity and great

honor for Passion Growers to become associated with the Rose Bowl, an internationally recognized brand and American sports icon," said Jaime Peisach, founder of Passion Growers. "We're honored and humbled to be their official rose."

Darryl Dunn, general manager of the Rose Bowl, added, "The Rose Bowl Stadium is iconic in the sports world, and finding the perfect rose company to be its 'official rose' finally has happened with our blossoming relationship with Passion Growers." Dunn added, "We're excited to have Passion Growers join the Rose Bowl family."

"The Pasadena Tournament of Roses is also proud to welcome Passion Growers," said Scott