

**FOR IMMEDIATE RELEASE:** January 20, 2026  
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## **82nd Avenue of Roses Parade 20<sup>th</sup> Annual Roses in the Heart of Portland Parade Event**

What started out nineteen years ago by the 82<sup>nd</sup> Avenue Business Association, has turned into a must-see event, hosted by community groups and enjoyed by all. To celebrate the 82<sup>nd</sup> Avenue of Roses Parade's 20<sup>th</sup> year, neighbors, businesses and community groups are filling a weekend of fun events that highlights the diversity of Portland's Eastside.

The 20th year theme: "History of East Portland," because many neighbors who represent this diverse community are new to East Portland. The 3-day event features interactive activities like the Funtastic Carnival, the signature 82<sup>nd</sup> Avenue of Roses Parade, food cart fun, farmer's market, and a classic car show, among other activities.

To get involved early, there will be an online Rose Photo Contest, open to amateur photographers and judged by certified rose judges with cash prizes. Three award winners will be selected in each of four categories: **Rose Portrait** - A single rose in any setting (all parts of the bloom must be featured); **Macro View** - Featuring a close-up image of a rose bloom or part of a bloom in extreme detail; **Rose Garden** - Featuring places where roses are grown; and **Bouquet or Arrangement** - Either an informal or traditional formal design. Full guidelines found on the Parade website: [82RosesHeartPortland.com](http://82RosesHeartPortland.com). Submit entries by emailing: [82rosesphotocontest@gmail.com](mailto:82rosesphotocontest@gmail.com)

**82<sup>nd</sup> Avenue of Roses Parade location:** 19 blocks on NE 82<sup>nd</sup> Avenue, bounded by NE Holgate & Division that are closed to vehicular traffic during the parade on April 25, stepping off at 9:30AM.

**Average Attendance:** Thousands of Portlanders and visitors attend the parade. 82<sup>nd</sup> Avenue is surrounded by the highest percentage of Asian, Black and Indigenous communities in Portland where over 60 languages are spoken in families whose children attend SE area schools.

**Parade entries: 60 – 100** Including Roes Festival, neighborhood associations, dance and theatrical groups, plus Middle and High school Marching and Jazz Band leaders. Register to be in the parade: <https://82rosescec.com/parade/>

**Sponsors:** The Parade is presented by 82 Roses Community Enrichment Coalition (82Roses CEC), a 501c3 organization, and is financed through grants and sponsorships. Contributions and support are provided by businesses along 82nd Avenue, stakeholder community groups, developers, and government organizations. <https://82rosescec.com/sponsors/>

**Volunteer:** <https://82rosescec.com/volunteers/>