



# 82nd Avenue of Roses Parade Event Weekend Report

2026 April 24 - 25 - 26

APRIL 25  
2026

Join us for the  
20th Anniversary Celebration  
**HISTORY OF EAST PORTLAND**  
www.82RosesHeartPortland.com  
FOR FULL LIST OF EVENTS

9:30 AM

SCAN ME!

**82ND AVE  
PARADE**

HOLGATE BLVD TO DIVISION ST

SPECIAL THANKS TO OUR SPONSORS

82 Roses Community Enrichment Coalition / St. Anthony Catholic Church / PGE / Jim Franz / The UPS Store #7014 / Sketchy Spaces  
82nd Avenue of Roses Parade is funded in part by the Regional Arts & Culture Council and the Office of Arts & Culture

## Earned Print Media

Willamette Week - Get Busy 4/22-28

Oregonian, Living 4/25, Events 4/22

The Star Newspaper, April 2026

North Peninsula Review, April 2026

The Bee, April 2026

2026 Parade Sponsors <https://82rosescec.com/sponsors/>

Parade Highlight Video <https://youtu.be/MaXtCzGzu1U>

2026  
Event  
Postcard

**82nd Avenue of  
Roses Parade**

April 25, 2026

Roses in the Heart of Portland  
20th Anniversary Event

APRIL 24 • 25 • 26

Funtastic Carnival Rides  
82nd Ave of Roses Parade  
Classic Car Show  
Farmer's Market

For more information, please visit our website  
82RosesHeartPortland.com

## 20th Anniversary Weekend Event by the Numbers

- 51 82nd Ave of Roses Parade entries
- 1,045 Entries, Marchers, Floats, VIPs, Bands, Performers
- 3500 Parade viewers
- 5 Events: Parade, Funtastic Carnival, Impalas Car Show Chamber Food Carts, Farmers Market
- 100 Rose Photo Contest entries, 16 winners showcased at PCC, APANO & Montavilla Farmer's Market
- 24 Sponsors, contributors & donors
- 4 Grant funders
- 42 Volunteers & In kind business contributions
- 502 Volunteer hours

## PROMOS

- 200 Full color posters
- 25K Postcards & flyers
- 100% FB followers: 429 → 1,000+ Avg reach: 900 accts/wk
- FB Targeted ads
- 700+ Youtube views Rose Photo Contest
- 300 Nextdoor Neighborhood posts (4 diff)
- 2K+ Website views <https://82RosesHeartPortland.com/>
- 4 Online Ads: PDXPipeline, DoPDX, The Mercury, East PDX News
- 4 Print Ads: El Hispanic News, Asian Reporter
- 16+ Media Calendar posts
- 2000 Direct emails to 21 Elementary, Middle, High Schools & churches in E. Portland
- 7 Neighborhood Assn newsletter shout outs
- 45 Media releases monthly Jan - Apr
- 5 Articles (earned coverage)
- 4 TV coverage (KOIN KPTV, FOX, KGW)

## Parade Banner

82nd Avenue of Roses Parade

82ROSESHARTPORTLAND.COM

82 Roses Community Enrichment Coalition