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Friday, October 30, 2009

le design pour le float

By [Journal Staff Report](#)

Artist Raul Rodriguez is at it again, hoping to bring New Mexico more recognition at the 2010 Tournament of Roses Parade.

Rodriguez, who designed last year's winner of the humor award "Hats Off To New Mexico — Beep Beep" featuring Wile E. Coyote and the Roadrunner, is again using some Warner Bros. cartoon favorites for the 2010 New Mexico float.

The little stinker Pepé Le Pew again tries to win the heart of Penelope Pussycat, who attempts to get away from the skunk by clinging to dear life to a hot-air balloon featuring the New Mexico state flag design.

The \$200,000 float, named "Enchantment in the Air," is being paid for by the N.M. Department of Tourism's advertising budget. Richard Eeds, director of marketing and promotions for the department, said the float more than pays for itself in advertising the state to potential tourists in households across the country.

Rodriguez, who is from Los Angeles, said he was honored to again be asked to design New Mexico's float for the Rose Parade.

"It is a joy bringing New Mexico to life," Rodriguez said. "People want to know more about it. Once you visit, you keep coming back."

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