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New Mexico returns to Rose Parade

Updated: Monday, 19 Oct 2009, 10:05 PM MDT
 Published: Monday, 19 Oct 2009, 10:05 PM MDT

Bill Diven

SANTA FE (KRQE) - New Mexico will again sponsor a float in the Rose Parade during the Tournament of Roses Parade in Pasadena, Calif.

The state Tourism Department said response from the floats in previous parades was tremendous. The parade will be held New Year's Day.

Last year's "Hats Off to New Mexico... Beep, beep" float won an award for most comical and amusing entry.

The annual parade is broadcast in 150 countries with a U.S. TV audience estimated at nearly 40 million.

This year's float design will be unveiled Oct. 29.

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