The Finding Aid for the Pepperdine's Rose Parade Photo Album 0179

Kelsey Knox
Pepperdine University. Special Collections and University Archives.
April 2020
24255 Pacific Coast Highway
Malibu 90263-4786
kelsey.knox@pepperdine.edu
URL: https://library.pepperdine.edu/collections/boone-special-collections-university-archives.htm
The Finding Aid for the Pepperdine’s Rose Parade Photo Album 0179

Language of Material: English
Contributing Institution: Pepperdine University. Special Collections and University Archives.
Title: Pepperdine’s Rose Parade Photo Album
Identifier/Call Number: 0179
Physical Description: 4 Gigabytes Digital surrogate.
Date: 1987
Physical Description: This collection is comprised entirely of digital surrogates.

Preferred Citation
[Box/folder# or item name], Pepperdine’s Rose Parade Photo Album, Collection no. 0179, Special Collections and University Archives, University Libraries, Pepperdine University.

Scope and Contents
As a part of Pepperdine University’s 50th Anniversary celebrations in 1987, the university entered a float into the 98th Tournament of Roses Parade in Pasadena, California. The theme of the float was “The Quest for Atlantis,” a Classical theme reflecting Pepperdine’s quest for academic excellence. This collection is based on a selection of photographs, both formal and candid, digitized from a photo album provided by Hung Le, one of the eight students chosen to ride on the float as representatives of Pepperdine. Each photo tells a piece of Pepperdine’s Rose Parade story, from the genesis of the idea, to the hours of float decorating, to the parade itself. Based on an oral history with Hung Le, now Associate Vice President and University Registrar at Pepperdine, it’s a story about our university coming together as a community to celebrate a milestone. This collection also offers a fascinating look behind the scenes at the Rose Parade, an annual 2-hour event that requires months of planning and preparations.

Conditions Governing Use
Permission to publish, quote, or reproduce must be secured from the repository and the copyright holder.

Conditions Governing Access
Collection can be viewed online in the Pepperdine Digital Collections.

Processing Information
This finding aid was created in May 2020 by Kelsey Knox.

Subjects and Indexing Terms
Universities and colleges -- Alumni and alumnae
Pasadena (Calif.)
Pepperdine University
Seaver College