



FOR IMMEDIATE RELEASE
DECEMBER 20, 2024

Illinois Office of Tourism Reveals “Play Hooky in Illinois” Float for 136th Rose Parade
Enjoy Illinois float features iconic Chicago landmarks from the Paramount Pictures film “Ferris Bueller’s Day Off” celebrating the 2025 Rose Parade theme, “Best Day Ever!,” to promote Illinois as a premier travel destination

PASADENA, Calif. – The [Illinois Department of Commerce and Economic Opportunity \(DCEO\), Office of Tourism](#) (Enjoy Illinois) is thrilled to announce its return to the 136th Rose Parade® presented by Honda on Wednesday, Jan. 1, 2025, in Pasadena, California, as a part of America’s New Year Celebration®.

To embrace the 2025 Rose Parade’s theme, “Best Day Ever!,” Enjoy Illinois is partnering with [Paramount Pictures](#) to transport parade viewers to Chicago’s most iconic destinations with its float called, “Play Hooky in Illinois,” inspired by the parade scene from the classic film “Ferris Bueller’s Day Off.” The float will feature acclaimed artist and Illinois native [Brian Culbertson](#) who will perform two beloved songs from the movie, “Danke Schoen” and “Twist & Shout.” Joining him will be Ferris Bueller lookalike and dancer, [Tyler Lankston](#), originally from Central Illinois, who will lip sync to the performances just like the scene from the film. The live performance will also feature dancers dressed as characters from the movie including Bavarian festivalgoers, office workers and construction crew members.

"We are incredibly proud to showcase Illinois at the 2025 Rose Parade, highlighting the state as a world-class travel destination while spotlighting Chicago’s iconic landmarks and timeless appeal," **said DCEO Director Kristin Richards.** "Participating in the Rose Parade allows us to connect with more than 50 million viewers worldwide, inspiring them to discover all that Illinois has to offer, from its bustling cities to its charming small towns and stunning natural landscapes."

"We are thrilled to welcome Enjoy Illinois back to the Rose Parade, where they continue to capture the magic of America’s New Year Celebration," said **David Eads, Pasadena Tournament of Roses CEO.** "Their creativity and dedication to bringing beloved cultural moments to life make them a valued partner, and we can’t wait for audiences to experience the joy and nostalgia of this year’s float."

The Enjoy Illinois float will feature a vibrant recreation of the film’s Von Steuben Day Parade in Chicago, the beloved Wrigley Field marquee, the Flamingo sculpture in Federal Plaza, and two of the city’s most famous skyscrapers, Willis Tower and the Crain Communications Building, known for its diamond-shaped roof. Adding to the nostalgic film references, the float includes a red sports car crashing through a window and the "Save Ferris" water tower. Lastly, the float will feature a floral tribute inspired by the famous painting, “A Sunday Afternoon on the Island of La Grande Jatte” from the Art Institute of Chicago, capturing one of the film’s most memorable scenes.

To complement the float, Enjoy Illinois has introduced a new [“Live Like Ferris” trip itinerary](#) on [EnjoyIllinois.com](#), inspired by “Ferris Bueller’s Day Off.” The three-day itinerary invites travelers to visit the movie’s featured destinations—from Chicago to the North Shore and beyond—while uncovering additional must-see Illinois attractions along the way.



Paramount Pictures' beloved comedy captures the uproarious adventures of Ferris and his friends as they relish the freedom of being not quite grown up during a single, magnificent day off in the Windy City. In 2014, "Ferris Bueller's Day Off" was added to the Library of Congress's National Film Registry, which serves as a compendium of films judged to be culturally, aesthetically or historically important. The film is currently available to watch on Digital or Disc.

The 22-foot-tall Enjoy Illinois float will be brought to life with nearly 12,000 volunteer hours and will showcase an array of breathtaking floral sculptures featuring more than 34,000 roses. Highlights will include the Federal Plaza's Flamingo statue crafted from red strawflowers, the Wrigley Field marquee designed with large lima beans, navy beans and pink strawflowers, and the iconic "Save Ferris" water tower created from white mums and black bean lettering.

Following the parade, the Enjoy Illinois float will be on display at the Tournament of Roses Floatfest, taking place Jan. 1-3, 2025, in Pasadena where visitors can see the float up close and enjoy Illinois-themed photo opportunities. The "Play Hooky in Illinois" float will mark Enjoy Illinois' third consecutive appearance at The Rose Parade®.

To access a rendering of the Enjoy Illinois "Play Hooky in Illinois" float and additional media assets, click [here](#).

To learn more about planning a getaway in Illinois, visit [EnjoyIllinois.com](https://enjoyillinois.com) and follow @EnjoyIllinois on [Facebook](#), [Instagram](#) and [TikTok](#).

About the Illinois Office of Tourism:

The Illinois Office of Tourism leads tourism industry efforts to inspire visitation to, and within Illinois, resulting in significant economic impact and quality-of-life benefits for all Illinois residents. We are committed to making Illinois a model of inclusivity and celebration of diversity. Illinois is a state that embodies innovation, craft, surprise and creativity. Whether domestic and international visitors are traveling for business or leisure, the Illinois Office of Tourism is their trusted guide in crafting an unforgettable experience. To learn more, visit [EnjoyIllinois.com](https://enjoyillinois.com).

About the Pasadena Tournament of Roses® and The Rose Parade® presented by Honda:

The Pasadena Tournament of Roses® is a volunteer organization that hosts America's New Year Celebration® with the Rose Parade® presented by Honda, the Rose Bowl Game® presented by Prudential and a variety of accompanying events. The Association's 935 Members supply more than 80,000 volunteer hours, which will drive the success of the 136th Rose Parade, themed "Best Day Ever!" on Wednesday, January 1, 2025, followed by the College Football Playoff Quarterfinal at the 111th Rose Bowl Game presented by Prudential.

About Paramount Pictures

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Paramount Global (NASDAQ: PARA, PARAA), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Paramount Pictures has some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, and Paramount Players. PPC operations also include Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.



Illinois
Department of Commerce
& Economic Opportunity

enjoy
illinois

Media Contact

Ava Alt

ava@timezoneone.com

(414) 916-9850