

When we think of the Rose Festival, we often remember crowds of people, marching bands, or that one giant Alaska Airlines airplane. However, in this rollercoaster of a year, that isn't possible. But while I and the community adore the parades, runs, and music, this isn't all that the Rose Festival has to offer. For me, the Rose Festival has always been a symbol of hope and joy for the community: something everyone in Portland knows and loves. And I'm sure many people view it the same way. It's this spirit we have to remember and revive - especially during this Rose Festival. I believe that this can be done in two levels.

As a student myself, I believe there is a lot of untapped potential in school communities. Schools already have established communities and clubs and organizations that correspond to charities such as Red Cross, Meals on Wheels, or Children's Book Bank. And more than halfway through the year, they have figured out how to keep helping communities safely during COVID. Through collaborating with school communities, the Rose Festival will be able to reach and help more people safely.

Then there is the general level. While this event is in Portland, other people across Oregon also find it special and memorable. However, this year many people - whether it be due to quarantine, age, distance, or other issues - are unable to come into the Festival itself. Therefore, a good way to reach out to those people who still love the festival would be to provide online content and content that can be viewed behind protection, such as in cars. Parades can be recorded, marching bands from schools could make recordings, and there could be fun printouts for kids online. The Rose Festival is an annual event that brings hope and joy to the community and we should endeavor to preserve as much as possible and create new and different opportunities through this platform.

The Rose Festival this year is going to be different. That's a fact that we can't deny. However, that doesn't mean we can't still bring hope and joy to the community. Instead we should use it as a chance to reach out to more people and involve more creativity in the festival.