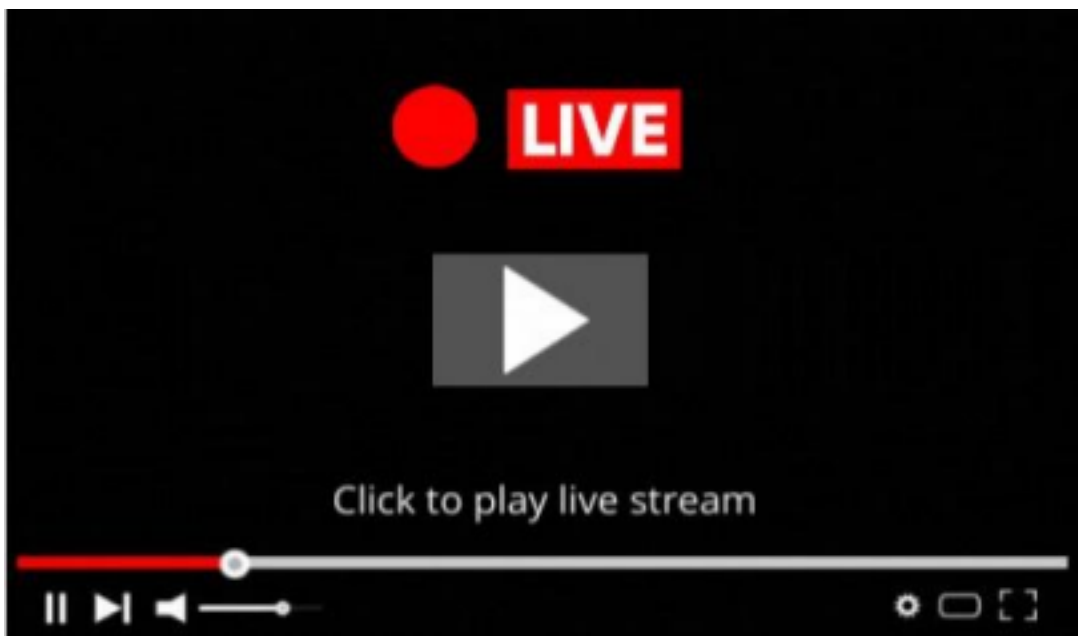


*["FREE-WATCH"] Rose Bowl Parade 2026 LIVE FREE Rose Bowl In 01 January 2026

Rose Parade 2026 Live start time, TV channel, live, performers and more to watch New Year's Day event originally appeared on The Sporting News. Add The Sporting News as a Preferred Source by clicking [here](#).

Jan 01, 2026



One of the nation's most iconic New Year's Day celebrations will return on Thursday morning as the 137th annual Rose Parade hits the streets of Pasadena.

This year's iconic procession will feature 39 rose-covered floats, 19 marching bands and 17 equestrian teams from around the world. Floats will span up to 75 feet long and 35 feet high, featuring special effects like pyrotechnics, smoke and waterfalls.

The 2026 Rose Parade will be led by Grand Marshal Magic Johnson, and the Hall of Famer's legacy will be honored throughout the broadcast.

A few short hours after the Rose Parade concludes, the 112th Rose Bowl Game will begin with No. 1 Indiana and No. 9 Alabama going head-to-head. Don't miss out on the action.

Here is everything you need to know about the 137th Rose Parade, including TV and **Streaming** options for the annual celebration.

The college football bowl season kicks into full swing on Thursday, January 1, as we ring in the new year with a trio of College Football Playoff quarterfinal showdowns.

Of course, the marquee matchup is the Rose Bowl, which will feature the top-ranked Indiana Hoosiers facing off against SEC powerhouse Alabama, which enters the game as the No. 9 team in the country.

Southern California is ringing in 2026 with an intense storm, making the 137th Rose Parade Presented by Honda a wet one. But the tradition continues — rain or shine.

As Southern California's home for the holidays, KTLA 5 is LIVE right now bringing you the ultimate local experience — uncut and commercial-free. From behind-the-scenes exclusives to the final equestrian unit, we are your ticket to the "Magic in Teamwork."

Happening Now on KTLA 5:

7:00 a.m. – Parade Countdown: We are live on the route right now with hosts Leeza Gibbons, Mark Steines, and Chris Schauble (street level) capturing the energy of the crowd as they brave the elements.

8:00 a.m. – The Main Event: The 137th Rose Parade presented by Honda begins.

How to Watch & Stream Right Now

Don't let the rain stop you from watching. KTLA makes it easy to tune in free:

On TV: Watch on KTLA 5 (Cable, Satellite, or Antenna).

Streaming (Free): Download the KTLA+ app on Roku, Fire TV, or Apple TV. You can also watch directly on KTLA.com or the KTLA mobile app.

Marching Band Exclusive: Want more music? KTLA is offering an exclusive live stream of the marching bands with synchronized audio on KTLA.com and KTLA's Facebook page.

The 2026 Grand Marshal & Theme

Despite the weather, the "Magic in Teamwork" theme shines through. Los Angeles Lakers legend and business icon Magic Johnson serves as the 2026 Grand Marshal. Look for Magic leading the procession down the 5.5-mile route shortly after 8:00 a.m.

Route & Traffic Alert

Colorado Boulevard is currently closed to all vehicles. The route is expected to reopen by 2:00 p.m. today following cleanup.

Rain won't stop proceedings as the Tournament of Roses forges ahead with the New Year's Day tradition Thursday — its first wet parade in two decades.

The annual presentation of flora is celebrating its 137th year with a twist: the first rainy day since the 2006 parade. Forecasts for Pasadena, California, for Thursday morning show periods of rain, though it may clear up by the time of the Rose Bowl game in the afternoon.

Follow live coverage of the 2026 Rose Parade

The wet weather could affect the attendance at the Rose Parade, which normally draws hundreds of thousands of people along the 5.5-mile route. It has rained on the parade only 10 times in its long history, Pasadena spokesperson Lisa Derderian told NBC Los Angeles.

"It was coming down pretty good. I was sitting out there myself," Derderian said of the 2006 parade. "And you know, these die-hard fans are there. They want to see the parade. They're there. Often, it's a tradition."