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**DRAFT**

**(Sponsor) to Join the OneLegacy Donate Life Float**

**2024 Rose Parade,®**

**Highlighting the Power of Organ, Eye and Tissue Donation**

***(Sponsor) to Join More than 50 of Participants from Around the Country in Special New Year’s Celebration,***

***Featuring the Hopi Butterfly Dance and Hopi Tribe Dancers***

(SPONSOR’S HOME CITY, STATE – date) — (Sponsor) announced today that it will sponsor the OneLegacy Donate Life Rose Parade® float in Pasadena on January 1st, 2024. Celebrating 21 years on the Rose Parade, the OneLegacy Donate Life float is part of a national campaign to share the importance of organ, eye and tissue donation with millions of people who either visit Pasadena, or tune in to watch the Rose Parade every year from across the nation and around the world. This will be the (insert number) year that (sponsor) is sponsoring the OneLegacy Donate Life float.

“We are excited to join the OneLegacy Donate Life float as a sponsor in 2024,” said (sponsor spokesperson – full name and title). “By sharing the stories of our participant(s) and others who have been touched by donation, we hope to inspire many more to register as organ, eye and tissue donors, and help save and heal the lives of more than 100,000 people in the U.S. who are currently waiting for a lifesaving transplant.”

Pasadena Tournament of Roses Association President Alex Aghajanian selected the 2024 Rose Parade® theme, ***A World of Music***. In a world of different cultures, beliefs, hopes, and dreams, one language unites us all — music. In the same way that music connects us all, organ, eye, and tissue donation bring a world of people together, thanks to the gift of life.

The 2024 OneLegacy Donate Life float’s theme is ***Woven Together: The Dance of Life.*** The float features a beautiful Butterfly Dancer wearing an impressive and intricate headdress. The Hopi Butterfly Dance is a two-day, ceremonial, social dance for young people in northern Arizona’s Hopi villages during late summer and early fall to celebrate the corn harvest. The maidens dress in elaborate headdresses called tablitas, which have symbols of corn, butterflies, and prayers.

Surrounding the dancer are traditionally woven baskets full of life-giving corn and other fruits from Hopi culture. Memorial floragraphs honoring life-giving organ, eye, and tissue donors will be displayed on the baskets; transplant recipients will ride on the float, and living donors will walk alongside it. This beautiful Native American scene is completed with prickly pear plants, stalks of corn, and fluttering butterflies.

To many Native Americans, dance is a form of inspiring storytelling that honors their culture and departed ancestors, making the float’s celebration of the Hopi Butterfly Dance both beautiful and meaningful. Additionally, the butterfly has a remarkable tie to organ donation and transplantation. The butterfly has long been a symbol of rebirth, from caterpillar to chrysalis to butterfly, and has come to symbolize the power of donation and transplantation.

In this way, the 2024 OneLegacy Donate Life Float follows the annual tradition of beautifully depicting people and cultures while sharing the human connection of caring for one another that brings us together.

The 2024 OneLegacy Donate Life float honoree(s) for [SPONSOR] will be [PARTICIPANT’S NAME]. [add a couple of sentences about his/her donation story. PLEASE HIGHLIGHT ADDITIONAL INFORMATION IF THEY ARE OF NATIVE AMERICAN ORIGIN.]

The OneLegacy Donate Life Rose Parade float is produced by OneLegacy and is made possible thanks to more than 20 sponsoring donation, transplant, healthcare and family care organizations and individuals across the country. As the world’s most visible campaign to inspire organ, eye and tissue donation, the OneLegacy Donate Life Rose Parade float inspires viewers to help the over 1 million people in need of organ, eye or tissue transplants each year. Register today to become an organ, eye or tissue donor by visiting [DonateLife.net](http://www.donatelifeamerica.net).

**About SPONSOR**

(Sponsor to fill in its own boilerplate.)

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(Editor’s Note: The float rendering is included below.)

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