

OneLegacy Donate Life Rose Parade® Float

2024 Participant Guidelines



The 2024 OneLegacy Donate Life Rose Parade® Float will honor 40 deceased donors as floragraph honorees as it makes its five-mile journey down Colorado Boulevard on January 1, 2024. The float will also feature 4 living donors as walkers and 16 recipients as riders. The OneLegacy Donate Life Float's participants represent millions of people touched by organ, eye and tissue donation. As participants, they become family members of the most inspiring float in one of the most-watched events in the world. An estimated 700,000 parade spectators, 45.5 million U.S. television viewers and 28 million international viewers saw last year's Donate Life Float. Millions more heard about the Donate Life mission in broadcast and print news stories about the float and its participants. The 135th Rose Parade®, *Celebrating a World of Music: The Universal Language*, will take place on **Monday, January 1, 2024** at 8:00am PST. The following participant guidelines are designed to ensure a great OneLegacy Donate Life Float experience.

Selection Process

Float participants are individually sponsored by partner organizations. Sponsors are responsible for determining the process by which participants are selected. Some have specific individuals in mind, while others choose to stage an open application or nomination process to identify as many candidates as possible.

Expectations

Floragraph honorees depicted in the float's memorial floragraph portraits are required to be deceased organ, eye or tissue donors. Riders must be recipients of an organ, eye, or tissue transplant. Walkers must be living donors. All participants and donor families must travel to Pasadena, California, from December 29, 2023 through January 2, 2024. Participants may arrive earlier and stay later than these required dates. **Please note that ANY transportation (other than shuttles to and from the hotel and the decorating site) and additional hotel nights will be the sole responsibility of the participant, donor family and/or sponsor.** Floragraph honorees, riders and walkers are commonly the subject of media stories in the weeks leading up to the parade. Thus, all participants and floragraph families are expected to be available for media interviews as opportunities arise. On occasion, between December 30th and January 3rd, television morning shows require reporting to the studio or locations at a very early hour.



Requirements

Floragraph honorees

- Families selected for the floragraph opportunity must have been approached for, and authorized donation on behalf of their loved ones or supported their loved one's donor designation, at least one year prior to parade day. This allows the family to be better equipped to handle media opportunities and the multiple commitments that go along with the Floragraph sponsorship.
- Families selected for the floragraph opportunity must have the *Consent for Use of Name and Likeness* form signed by any and all next of kin who authorized donation so that the next of kin of the same legal standing are aware of the donor being honored on the OneLegacy Donate Life float.
- There will be only one floragraph produced per honoree and it is the sponsor's responsibility to relay this information to all legal next of kin. Sponsors and the family must decide how to distribute/issue the finished floragraph post parade.
- Floragraph family members should be comfortable speaking to the media and must report to media opportunities on a timely basis.
- The family must provide a high-quality headshot photograph of the honoree to serve as original artwork for the floragraph (min. size 4" x 6" at 300dpi). The image will be enlarged to fill the floragraph canvas, so the highest quality original image is necessary for best results.
- Families are required to stay in the official OneLegacy Donate Life Rose Parade® hotel during designated dates.

Rider honorees

Riding on the float and participating in related activities is physically demanding and riders must be able to handle the level of physical activity required. We recommend riders consult with a physician to ensure participating would not compromise the rider's health.

- Riders must be comfortable with heights, and able to sit or stand for the duration of the parade, which lasts approximately three hours, until the float arrives in the post-parade off-loading area, after which they will be transported by bus back to the hotel.
- Depart the hotel at 5:00 am the morning of the parade for transport to the parade formation area.
- Be able to walk distances of up to ½ mile to reach the float for loading, and be able to endure cold or hot temperatures.
- Riders must be at least 12 years of age as of January 1st per the Pasadena Tournament of Roses' rules.
- Able to speak with the media and participate in interviews, and report to scheduled media opportunities on time, regardless of the hour or location.
- Riders are required to stay in the official OneLegacy Donate Life Rose Parade® hotel during designated dates as well as attend the logistics meeting and float judging.



- Wear the required uniform as designated by the float designer/builder while riding the float for float judging as well as the day of the parade.
- If the rider so wishes, he or she may hold an 8x10 framed photo of his or her organ, eye or tissue donor during float judging ONLY.

Walker honorees

Walking beside the float and participating in related activities is physically demanding and walkers must be able to handle the level of physical activity required. We recommend walkers consult with a physician to ensure participating would not compromise the walker's health.

- Walkers must be able to walk up to ½ a mile to reach the float for loading, then the entire 5-mile parade route (remaining in position relative to the float regardless of the float's speed), until the float arrives in the post-parade off-loading area, after which they will be transported by bus back to the hotel.
- Walkers must be able to endure cold or hot temperatures for the duration of the time spent on the parade route.
- Depart the hotel at 5:00 am the morning of the parade for transport to the parade formation area.
- Walkers must be at least 12 years of age as of January 1st per the Pasadena Tournament of Roses' rules.
- Able to speak with the media and participate in interviews, and report to scheduled media opportunities on time, regardless of the hour or location.
- Walkers are required to stay in the official OneLegacy Donate Life Rose Parade® hotel during designated dates as well as attend the logistics meeting and float judging.
- Wear the required uniform as designated by the float designer/builder while walking beside the float for float judging as well as the day of the parade as well as carry any props as designated by the float designer/builder.

Participant Picture and Biography

All floragraph honorees, riders and walkers are featured in the official OneLegacy Donate Life Rose Parade® Float website with both a full biography in addition to a shortened, capsule version. The capsule version will highlight the honoree in the OneLegacy Donate Life Rose Parade® Float yearbook. As such, a photograph and biography are required for every honoree.

Photograph

Riders, walkers and floragraph families should aim to find a photo that meets the guidelines below:

- Clear focus
- Good lighting
- High quality headshot
- Minimum size for floragraphs 4"x6" at 300 dpi



Example of good quality photo



Example of poor quality photo

Biography

Riders, walkers and floragraph families should submit a full biography of himself or herself, or of their deceased loved one, that meets the guidelines below:

- Approximately 350 words
- Written in the third person
- Written in the present tense
- No grammatical errors
- Focus is on the honoree
- Include quotes if possible
- Include personal experience with donation/transplantation



Example of good biography:

John Patrick O'Laughlin was passionate about life. His family recalls a hardworking, honest, loyal man with a fun sense of humor... the trickster and firecracker in the family. Anything he did became a passion, including serving the USA, enjoying his Ford trucks and Mustangs, teaching sailors and Marines how to care for F14 and F18 jets, dancing competitive country western, and just having fun with family. This devoted father and husband loved it all.

During nearly 34 years of active duty in the Navy and then the reserves, John saw the world stationed aboard ships including the USS Enterprise, Ranger and Forrestal. His numerous awards included the Navy Humanitarian Service Medal and recognition for tours of duty in Desert Storm and liberating Kuwait.

Despite having open heart surgery several years earlier, John continued to make a difference as a Naval contractor. Three days after returning from a routine 6-month deployment to Saudi Arabia, this active 61-year-old died suddenly and unexpectedly from a stroke. His family knew his wishes. He had always said, "When I go, donate my organs to those who need them. When I am gone I won't need them and someone else will."

While he wouldn't consider himself a hero, John's family and friends do. So do the two people who can see because he was a cornea donor, the nearly 50 people he helped heal as a tissue donor, and the three people whose lives he saved as an organ donor, including a kidney recipient at Walter Reed National Military Medical Center in Bethesda, MD. (Through the Department of Defense Share Program, military donors in San Diego can designate a kidney to save the life of someone on the waiting list who is active-duty military, a retiree or dependent.)

John O'Laughlin's family also knows this long-time mariner would have loved sailing on the Donate Life Rose Parade float catamarans dedicated to teammates.

Example of a poor biography:

His name was John Doe and was born in 1943 my family will miss him dearly. He was full of life, and accomplished much. He swims, He went on to donation and will be remembered. He was important in my life and I will never forget him. There isn't a day that goes by where I don't think of him. I look forward to seeing him honored on the float.