

For Immediate Release

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**DONATE LIFE’S TENTH ROSE PARADE® FLOAT ENTRY CAPTURES THE
HIGHS AND LOWS, LOVE AND COURAGE OF OUR *JOURNEYS OF THE HEART***

# Looping Pathway of Magical Hearts Invites All Americans toConsider Organ, Eye and Tissue Donation

**LOS ANGELES, Calif.** – **June 18, 2012** – Donate Life launched its tenth national Rose Parade campaign to save and heal lives with its most original float design to date: a continuous, looping path through a magical, heart-filled world representing the ***Journeys of the Heart*** experienced by those touched by organ, eye and tissue donation and transplantation.

Donate Life’s unique Rose Parade float entry will transport 30 riders whose own journeys as transplant recipients, living donors and family members of deceased organ, eye and tissue donors encompass the highs and lows that life has to offer. The float’s 200-foot-long, heart-shaped pathway is lined with 72 memorial “floragraph” portraits of deceased donors who are remembered every step of the way.

“Our tenth anniversary and the parade theme**“*Oh, the Places You’ll Go!****™****”*** inspired us to create a design as unique and dramatic as the journey experienced by our community,” said Bryan Stewart, chairman of the Donate Life Rose Parade Float Committee and vice president of communications at [OneLegacy](http://www.onelegacy.org), the nonprofit organ and tissue recovery organization serving the greater Los Angeles area. “The places we go range from the highest of highs to the lowest of lows, and every point in between. On New Year’s Day 2013, we will invite viewers by the tens of millions to take a journey with us and consider organ, eye and tissue donation.”

The float’s collection of joyful hearts representing the new life made possible by transplantation is grounded by a reverent dedication garden filled with roses bearing personal messages honoring those who make the gift of life possible. The journey peaks with intertwined red and purple hearts representing the love and courage that define humanity at its best.

Since its debut on New Year’s Day 2004, the Donate Life Rose Parade float has become the world’s most visible campaign to inspire people to become organ, eye, and tissue donors. The concept originated with lung recipient Gary Foxen of Orange, Calif., who wanted to express gratitude to donors who make transplantation possible. Now, in addition to the 40 million viewers who view the Rose Parade in the stands and on TV, dozens of events are held in cities and towns around the country to put the finishing touches on floragraph portraits and present dedicated roses to donor families. This last year alone, the Donate Life float generated more than 700 media stories nationwide.

2013 Donate Life Rose Parade Float
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The 2013 Donate Life float is built by Phoenix Decorating Co., from a design by Dave Pittman and is coordinated by Donate Life America member **OneLegacy**. The Donate Life float campaign is supported by more than 120 official sponsors from coast to coast, including organ and tissue recovery organizations, tissue banks, state donor registries, transplant centers, hospitals, funeral homes and affiliated organizations. Joining OneLegacy as top-level benefactors are the **Dignity Memorial®** network, North America’s largest network of funeral, cremation and cemetery service providers; the **American Association of Tissue Banks (AATB)**; **Donate Life America**; and the **United Network for Organ Sharing (UNOS)** and their **National Donor Memorial**. To date all 30 float riders and 63 of 72 floragraphs have been sponsored.

All Donate Life float sponsors encourage parade viewers to join the 105 million registered donors in America so that everyone whose life depends on a transplant may receive one. Registrations can be made through state registries or at [www.DonateLifeAmerica.org](http://www.DonateLifeAmerica.org). Further information about the Donate Life float can be found at [www.donatelifefloat.org](http://www.donatelifefloat.org).

The Pasadena Tournament of Roses is a volunteer organization that annually hosts the Rose Parade® presented by Honda, Rose Bowl Game® presented by VIZIO and various associated events. The 124th Rose Parade presented by Honda, themed **“*Oh, the Places You’ll Go!****™****,”*** will take place Tuesday, Jan. 1, 2013, at 8 a.m. (PST) featuring majestic floral floats, high-stepping equestrian units and spirited marching bands. Following the parade, the 99th Rose Bowl Game presented by VIZIO will kick off at 2:10 p.m. and feature an exciting match-up between two of the top collegiate football teams in the nation. For additional information on the Tournament of Roses please visit the official website at [www.tournamentofroses.com](http://www.tournamentofroses.com).

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(Editor’s Note: The float rendering and list of official sponsors as of June 2012 are attached.)



***“Journeys of the Heart”***

The ups and downs of life teach us many lessons, with those experienced through organ and tissue donation and transplantation being among the most profound. Donor families pass through grief on the way to peace and remembrance; living donors step forward to give love and life to others; and transplant recipients courageously move forward from harrowing illness to health and gratitude. Though our paths vary from the places we start, we are all connected on our ***Journeys of the Heart****.*

Inspired by the 2013 Rose Parade® theme *“****Oh, the Places You’ll Go*!***™,”* the tenth Donate Life Rose Parade float entry will transport 30 riders representing deceased organ, eye and tissue donors, living donors, and transplant recipients through a magical, heart-filled world encompassing the highs and lows that life has to offer. A pathway of looping hearts is lined with 72 memorial floragraph portraits of deceased donors who are remembered every step of the way. The float’s collection of joyful hearts representing the new life made possible by transplantation is grounded by a reverent dedication garden filled with roses bearing personal messages honoring those who make the gift of life possible. The journey peaks with intertwined red and purple hearts representing the love and courage that define humanity at its best.

Donate Life urges viewers to join America’s 105 million registered donors so everyone whose life depends on a transplant can have one. Sign up as an organ, eye and tissue donor when renewing your driver’s license or by visiting www.DonateLifeAmerica.org.

**Donate Life Rose Parade® Float**

**2013 Official Sponsors**

**Benefactors**

American Association of Tissue Banks (AATB)

Dignity Memorial Network

Donate Life America

OneLegacy

UNOS and National Donor Memorial

**Float Rider + Floragraph Sponsors**

California Transplant Donor Network

Center for Donation & Transplant

Donate Life Run/Walk Committee

Donor Network of Arizona

Finger Lakes Donor Recovery Network

Gift of Life Donor Program

Indiana Organ Procurement Organization (IOPO)

Iowa Donor Network

LifeShare of Oklahoma

Lifesharing

**Float Rider Sponsors**

AlloSource

Cedars-Sinai Comprehensive Transplant Center

Cytonet, LLC

Donate 4 Life

Donor Alliance, Inc.

Gary and Lois Foxen

Gift of Hope Organ & Tissue Donor Network

LifeCenter Organ Donor Network

Loma Linda University Medical Center Transplantation Institute

Mayo Clinic Transplant Center

Medtronic Spinal and Biologics

Musculoskeletal Transplant Foundation

NJ Sharing Network

RTI Donor Services

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**Floragraph Sponsors**

Alabama Organ Center

Arkansas Regional Organ Recovery Agency

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Bridge to Life, Ltd.

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Donate Life California

Donate Life Float Committee

Donate Life Northwest

For the Love of Ryan

Frankie Hernandez Legacy of Life Tournaments

JJ's Legacy

Kentucky Organ Donor Affiliates

LABS, Inc.

Life Alliance Organ Recovery Agency

LifeCenter Northwest

Lifeline of Ohio

LifeSource

Living Legacy Foundation of Maryland

Louisiana Organ Procurement Agency

Mendez National Institute of Transplantation

Mid-America Transplant Services

Mid-South Transplant Foundation, Inc.

Midwest Transplant Network

New England Organ Bank

Sallop Insurance Agency

Sierra Donor Services

SightLife

Spencer Squire All-Star Foundation

Tennessee Donor Services

UC Irvine Healthcare

UCLA Health System

Washington Regional Transplant Community

**Contributing Sponsors**

In Memory of Michael E. Creighton

JDI Communications, Inc.

NATCO, The Organization for Transplant Professionals

Phoenix Decorating Co.

Renal Support Network

TRIO Ventura County/West Valley Chapter

*as of 6/18/12*