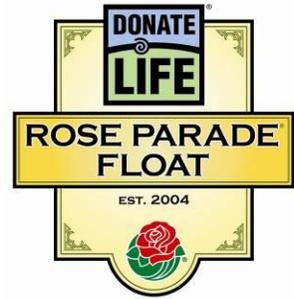


Donate Life Rose Parade® Float

2018 Fact Sheet



Group Name: Donate Life
Float Theme: *The Gift of Time*

How/why was this theme chosen?

Celebrating its 15th Anniversary on the Rose Parade, the 2018 Donate Life float, "*The Gift of Time*", reflects the parade's theme of Making a Difference by celebrating the power of kindness and the generous acts of deceased and living donors, who have given the ultimate gift of life to others through organ, eye and tissue donation.

How does our theme relate to the Parade theme?

This year's Parade theme: "*Making a Difference*," celebrates the power of kindness and the people in our communities that are selflessly making a positive difference in our lives. *The Gift of Time* is truly the greatest gift any of us can bequeath to a waiting recipient, highlighting the power that each of us has to help one another. Our participants embody the power of this gift, whether they are living or deceased donors, organ, eye and tissue recipients, or organ donation advocates.

What is the significance of the theme to your group?

As the world's most visible campaign to inspire organ, eye and tissue donation, The Donate Life Rose Parade® Float inspires viewers to continue "*Making a Difference*" in their communities and help the over one million people in need of organ, eye or tissue transplants each year. Register today to become an organ, eye or tissue donor by visiting DonateLifeAmerica.org.

Years in Rose Parade: 15

Float Builder: Paradiso Parade Floats
16016 Avenida Padilla, Unit A
Irwindale, CA 91702-3280

Float Designer's Name: Charles Meier, Creative Director for Paradiso Parade Floats

Float Description:

The 2018 Donate Life Rose Parade Float, "The Gift of Time", depicts a vibrantly colored, tropical backdrop that dates back to the ancient civilizations of Mexico, celebrating the gift of life as 17 costumed riders sit alongside the jungle, against stone carvings, drawing the strength they have gained from their donors to continue and thrive on life's journey. The monumental Aztec calendar draws the eye to the center of the float, where 44 donors are honored with floragraphs. This ancient calendar reminds us of the enduring, life-saving power of the generosity of donors and families. Alongside the float, eight living donors and recipients carry baskets of fruit and flowers in celebration of the renewed life they have shared with one another and the world. The beauty, richness, and potential of life is represented by the vivid flock of macaws perched over the lush floral canopies, ready to take flight. The float will exude life with colorful, exotic blooms from around the world.

Donate Life Rose Parade® Float

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Float Participants:

The 2018 Donate Life Rose Parade float features:

- 17 float riders, each a transplant recipient or an organ donation advocate.
- 44 memorial florigraph portraits honoring deceased organ, eye and tissue donors.
- 8 float walkers, who are each a living donor or an organ donation advocate.
- Thousands of roses from all around the country individually dedicated to donors, transplant recipients and patients in need.

Participating Organization Information:

Donate Life is a national brand for donation supported by national organizations and state teams dedicated to motivating the American public to register now as organ, eye and tissue donors. Hundreds of thousands of people from all walks of life in every corner of the country are in need of life-saving and healing gifts that are possible only through organ, eye and tissue. The Donate Life Rose Parade Float national campaign is produced by OneLegacy, the non-profit, federally designated organ and tissue recovery agency serving the seven-county greater Los Angeles area, and is supported by more than 50 official sponsors nationwide, including organ and tissue recovery organizations, tissue banks, state donor registries, transplant centers, hospitals, funeral homes and affiliated organizations.

Of Special Interest:

- This year's float features four sports legends, including two organ recipients: baseball legend and heart/kidney recipient, Rod Carew, NFL coach and player and heart recipient, Sam Wyche, as well as two florigraph honorees: former NFL player and Rod Carew's donor, Konrad Reuland, and NASCAR racecar driver, Bryan Clauson.
- 44 families of deceased donors participated in several events that started in October and will run through mid-December to decorate and put the finishing touches on their loved ones' florigraph portraits at local florigraph finishing events across the country.
- Participating in the decoration of the Donate Life float are hundreds of donor family members celebrating their loved ones, transplant recipients honoring their donors, and allied professionals who steward the donation and transplant process.
- All Donate Life float sponsors and participants encourage parade viewers to save lives by registering in their states to be organ, eye and tissue donors in their communities.

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