



## The Gift of Time

Celebrating its 15<sup>th</sup> Year, The Donate Life Rose Parade® Float continues its mission to save and heal lives by sharing the gift of life and delivering the message of organ, eye and tissue donation to the world. Families of deceased donors are honored to see their loved ones' floral images highlighted as part of the float. Living donors and recipients bring the float to life by riding or walking beside the float. 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, showcasing the power that each of us has to help one another.

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.

As the world's most visible campaign to inspire organ, eye and tissue donation, the Donate Life Rose Parade Float inspires viewers to save and heal more than one million people in need of organ, eye and tissue transplants each year. Register today to become an organ, eye or tissue donor by visiting [www.DonateLifeAmerica.org](http://www.DonateLifeAmerica.org).