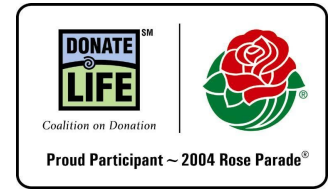




Coalition on Donation



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Contact: Bryan Stewart (213) 401-1226 or bstewart@onelegacy.org

COALITION ON DONATION UNVEILS 2004 ROSE PARADE® FLOAT DESIGN; DONOR FAMILIES AND TRANSPLANT RECIPIENTS TO JOIN TOGETHER IN “A SYMPHONY OF LIFE”

Philadelphia, Pa. – The Coalition on Donation, a not-for-profit alliance of local affiliates and national organizations dedicated to inspiring all people to donate life through organ and tissue donation, unveiled its 2004 Rose Parade® float design at the Association of Organ Procurement Organizations (AOPO) annual meeting.

Carrying the theme *A Symphony of Life*, the float will feature more than a dozen donor family members and transplant recipients walking together across a beautiful garden bridge. A trellis running the length of the bridge will support a variety of intertwining florals, while two rowboats under the bridge will carry recipients and families of their organ donors.

“The Coalition on Donation’s Rose Parade float dramatically illustrates the inspiring, life-transforming connection between organ and tissue donors, their families and transplant recipients,” says David Fleming, Executive Director of the Coalition on Donation. “We hope our parade float will help people see organ and tissue donation in a positive light and inspire people to discuss donation with their families.”

“Our float theme *A Symphony of Life* brings a special meaning to the 2004 Rose Parade theme *Music Music Music*,” says Bryan Stewart, chairman of the Coalition on Donation Rose Parade Float Committee. “To those who are touched by the process, organ and tissue donation shares many hallmarks of classical music’s masterworks: profound, often divine inspiration; an intimate relationship between participants; and its essence as one of humanity’s great achievements.”

The Coalition on Donation float is being designed and built in Pasadena, Calif. by float builder Phoenix Decorating Co., the largest builder of Rose Parade floats. “We are proud of the float our designers have created,” says Bill Lofthouse, President of Phoenix Decorating Co. “We hope the inspiration that propelled our design efforts will be shared by millions of parade spectators and television viewers come January.”

Spearheaded by Coalition on Donation member OneLegacy, the not-for-profit, federally designated transplant donor network serving Southern California, the Coalition on Donation Rose Parade Float is supported by 35 partners from across the nation, including 22 organ

procurement organizations, nine industry partners, and three Southern California transplant centers.

The 115th Rose Parade, themed *Music Music Music*, will take place on Thursday, January 1, 2004 at 8:00am PST featuring spirited marching bands from throughout the nation, majestic floral floats and high-stepping equestrian units.

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