

COALITION ON DONATION TO ENTER FLOAT IN 2004 ROSE PARADE

Donor Families, Transplant Recipients and 52 Partners Join Together in “A Symphony of Life”

When the 2004 Rose Parade ushers in the New Year, it will also mark a milestone in raising awareness of the critical and growing need for organ and tissue donation as the Coalition on Donation Rose Parade Float makes its debut in front of a worldwide television audience.

Spearheaded by OneLegacy, the organ procurement organization serving the Los Angeles region, the float is supported by 52 partners from across the nation, including the Coalition on Donation, 26 organ/tissue recovery organizations, 17 associations, foundations and other industry partners, and eight Southern California transplant centers and recipient organizations.

Carrying the theme *A Symphony of Life*, the float features two gardens connected by a dramatic 50-foot bridge, symbolizing the living bridge between organ and tissue donors and recipients. Leading the contingent of 22 float riders—each a transplant recipient, living donor or donor family member—are Dr. Kenneth P. Moritsugu, U.S. Deputy Surgeon General and a donor husband and father, and snowboarder Chris Klug, who received a life-saving liver transplant 18 months before winning a bronze medal at the 2002 Salt Lake City Olympics. The riders range from 12 to 63 years of age and hail from California, Florida, Hawaii, Illinois, Nevada, New York, Ohio, Tennessee and Wisconsin.

The project was initiated more than two years ago by lung recipient Gary Foxen of Orange, Calif., who felt a Rose Parade float would be a special way to honor donors, celebrate the gift of life, and put a human face on the subject of donation and transplantation.

The 115th Rose Parade, themed *Music Music Music*, will take place on Thursday, January 1, 2004 at 8:00am PST and will be televised live on ABC, NBC, CBS, HGTV, Univision and KTLA-5 (WB) in Los Angeles.

For information about Coalition on Donation Rose Parade Float partnership and volunteer opportunities, please contact Bryan Stewart at bstewart@onelegacy.org.