



COMMUNITY OF LIFE



The 2021 Donate Life Tribute to the Rose Parade® – *Community of Life*

Since 2004, the Donate Life Rose Parade® float has inspired people across the country and around the world to save and heal lives through the powerful message of organ, eye, and tissue donation. As a tribute to 17 years of float participation in the Rose Parade, the Donate Life community will feature a beautiful and symbolic floral sculpture, which will be displayed in Pasadena on New Year's Day. This sculpture will be featured in a two-hour TV entertainment special on January 1, 2021. The show will air during the time slot traditionally reserved for live coverage of the Rose Parade® presented by Honda.

Throughout human history and across many cultures, honeybees sustain life and symbolize community. They provide honey and wax, and are essential for the pollination of fruits, nuts, and vegetables. The 2021 Donate Life Rose Parade® floral sculpture, ***Community of Life***, features a vibrant floral honeycomb built by bees, sharing the important message that we are stronger when we work together as a community. 21 hexagonal memorial portraits of donors are interwoven within the honeycomb, symbolizing the life donors give through organ, eye, and tissue donation. Much like the families and donors who have given the gift of life, bees epitomize a harmonious community that helps and benefits others. Just like busy bees, donation healthcare professionals devote every single day to make donation and transplantation possible, and their names will be featured within the floral sculpture.

In a year of uncertainties around the globe, donation and transplantation professionals continue serving as first responders. Yet organ donation and transplantation would not be possible without generous donors and donor families, who are giving a second chance at life to others by saying "YES" to donation. Individually dedicated roses will adorn this floral sculpture, to honor the gift of life given by donors, donor families, transplant recipients and healthcare heroes, carrying personal messages of love, remembrance, hope and gratitude. The symbolic floral sculpture can be viewed at the Tournament House in Pasadena on New Year's Day.

As the world's most visible campaign to inspire organ, eye and tissue donation, the Donate Life Tribute to the Rose Parade inspires viewers to save and heal the more than one million people in need of organ, eye and tissue transplants each year. Register today to become an organ, eye and tissue donor by visiting www.RegisterMe.org/DonateLifeFloat.