



NEWS
For Immediate Release

Contacts:

Tania Llavaneras
213/229-5654

Tllavaneras@onelegacy.org

Ross Goldberg
818/879-1876

ross@kevinross.net

The Donate Life Rose Parade® Float Celebrates 17 years of Inspiring Millions to Donate Life, Announcing Special Theme that Highlights the Power of Hope

70 Honorees who have been Touched by Organ, Eye and Tissue Donation Will be Honored on the Float, as it Rides Across the Streets of Pasadena on January 1st, 2020

LOS ANGELES – May 2, 2019 — During a moving opening ceremony in front of over 12,000 people who attended the 17th Annual Donate Life Run/Walk and Family Festival this past Saturday, OneLegacy unveiled the 2020 Donate Life Rose Parade® float’s design and theme. The float will be part of the 2020 Tournament of Roses® parade that will take place in Pasadena, Calif. on New Year’s Day.

The theme for the 131st Rose Parade® is *The Power of Hope*, envisioned by the Tournament of Roses’ first Latina president and organ donation advocate, Laura Farber. “With hope – anything, in fact, everything is possible,” shared Farber. “Hope is more than simply the possibility of fulfillment. Hope is dignity and respect, joy and happiness, aspiration and achievement. Hope never, ever quits. Through hope, we can aspire to be our best and in turn inspire those around us to reach higher.”

The 2020 Donate Life Rose Parade float, *Light in the Darkness*, highlights the power of unity, light and love, as celebrated during Southeast Asia’s Diwali, or the Festival of Lights, a celebration of light shining in the darkness. The many lives touched by donation embody the hope inherent in this festival. Award-winning float designer, Charles Meier, created the float’s beautiful design, and Fiesta Parade Floats will produce it this year.

The front of the float features colorful rangoli, intricate circular designs made of rice and flowers, created to adorn the entrance of a home. These rangoli will house thousands of individually dedicated roses to honor those who have saved and healed lives through the power of organ, eye and tissue donation. Two brass oil lamps known as diya feature traditional peacock designs and are accompanied by three majestic peacocks, symbols of new life. 26 organ, eye and tissue recipients or living donors will be seated among the peacocks or walk alongside the float. Floral displays overflow from intricate vessels, adorned with 44 memorial floral portraits, honoring the gift of life and light given by organ, eye and tissue donors.

"Light in the Darkness is a theme that speaks to the gift of hope that organ, eye, and tissue donation provides to donors, families, and recipients," said Tom Mone, Chairman of the Donate Life

Rose Parade float committee and CEO of OneLegacy, the nonprofit organ, eye and tissue recovery organization serving the greater Los Angeles area. "The decision to donate, to find generosity in the midst of loss, can be the spark that lights the darkness, creates hope when all was lost, fulfills a life cut short, and brings life and hope to grateful recipients, families, our communities, and our world. We look forward to our 17th Donate Life float continuing our annual tradition of sharing the importance of organ, eye and tissue donation in healing and saving the lives with millions of people who watch the Rose Parade every year."

This year's Donate Life Rose Parade float will include 70 participants from all around the nation, such as Logan Vanderkleed, a two-year old donor who will be honored with a floral portrait, or floragraph on the float, sponsored by Cryolife. Logan was a typical boy in many ways. He loved to climb, jump, dance, laugh and play. He loved anything and everything that had to do with the outdoors or being on the family farm. He gave amazing hugs and kisses to all. Logan loved playing with and teasing his big sister, Kendra. Logan was energetic, loving, and trusting of everyone. Logan was two years old when he was involved in a tragic accident on his family's farm in Indiana. His parents made the decision to donate Logan's heart for valves to help another child in need. Logan's family has met one of the two recipients, and they have written to the other family.

Now on its 17th year, the Donate Life Rose Parade float is the centerpiece of a national effort to reach a broad audience with the simple, life-giving message that organ, eye and tissue donation saves and heals lives.

The Donate Life Rose Parade float is produced by OneLegacy and is made possible thanks to more than 45 sponsoring donation, transplant, healthcare, and family care organizations and individuals who help make donation and transplant possible across the country. Sponsors confirmed as of May 1st include: American Association of Tissue Banks (AATB), Axogen, Bridge to Life, Cedars Sinai Medical Center, Community Tissue Services, CryoLife, Dignity Memorial, Donate Life America, Donate Life California, Donate Life South Carolina, Donate Life Texas, Donor Alliance, Donor Network West, Genessy, Gift of Life Michigan, Indiana Donor Network, Iowa Donor Network, JJ's Legacy, Legacy of Hope (Alabama Organ Center,) Life Alliance Organ Recovery Agency, LifeCenter Northwest, Lifeline of Ohio, LifeLink, LifeNet Health, LifeShare OK, Lifesharing San Diego, LiveOnNY, LOPA, Medtronic, Mid-America Transplant, Midwest Transplant Network, Nevada Donor Network, New England Donor Services, NJ Sharing Network, OneLegacy, Promethera Biosciences, Sallop Insurance, Team Liberty, TransLife, TRIO, UCLA Health, UMTB Donor Services Foundation, and Unyts.

As the world's most visible campaign to inspire organ, eye and tissue donation, The Donate Life Rose Parade® float inspires viewers to 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 DonateLife.net.

About Donate Life America

Donate Life America is a 501(c)3 not-for-profit alliance of national organizations and state teams across the United States committed to increasing organ, eye and tissue donation. Donate Life America manages and promotes the national brand for donation, Donate Life, and assists Donate Life State Teams and national partners in facilitating high-performing donor registries; developing and executing effective multi-media donor education programs; and motivating the American public to register now as organ, eye and tissue donors.

About the Pasadena Tournament of Roses®

The Tournament of Roses is a volunteer organization that hosts America’s New Year Celebration® with the Rose Parade® presented by Honda, the Rose Bowl Game® presented by Northwestern Mutual and a variety of accompanying events. 935 volunteer members of the association will drive the success of 131st Rose Parade themed “The Power of Hope,” on Wednesday, January 1, 2020, followed by the 106th Rose Bowl Game. For more information, visit www.tournamentofroses.com. Like us on Facebook and follow us on Twitter, Instagram and YouTube.

###

(Editor’s Note: The float rendering is included below.)

