



NEWS

For Immediate Release

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Donate Life Announces Participation in 2022 Rose Parade®

(LOS ANGELES – March 8, 2021) — Donate Life today announced that it will sponsor a float in the 2022 Rose Parade® on New Year’s Day. The announcement follows last week’s pronouncement by Tournament of Roses’ Executive Director David Eads that plans are underway for the parade’s return in 2022.

The Donate Life float is world’s most visible campaign to inspire organ, eye and tissue donation. It is produced by the OneLegacy Foundation and made possible thanks to dozens of sponsoring donation, transplant, health care, and family care organizations and individuals from around the country. The 2022 Rose Parade will mark the 19th consecutive year that Donate Life has been part of the Rose Parade experience.

With the Tournament of Roses being unable to host the 2021 Rose Parade this past January 1, Donate Life continued to spread its powerful and inspiring message through the creation of a 25’ wide by 15’ high floral sculpture that paid tribute to donors and healthcare heroes, who assured that the lifesaving act of donation and transplantation moved forward during the pandemic. The sculpture was displayed on the grounds of the Tournament House in Pasadena and was visited by donor families, viewed by millions through extensive media coverage and featured on the Tournament of Roses 2021 TV special, “The Rose Parade’s New Year Celebration presented by Honda.”

“Nationally there are more than 107,000 people waiting to receive a lifesaving heart, liver, lung, kidney or pancreas transplant; but there are simply not enough donors to meet the

growing need,” 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 seven Southern California Counties. “Just one organ donor can save up to eight lives and one tissue donor can heal as many as 75 others. As in the past, we hope that our 2022 float helps promote the conversation regarding the power of donation, while inspiring individuals from around the world to register to be a donor and to encourage family and friends to do the same.”

Further information on the Donate Life float, including the 2022 theme and sponsoring organizations, will be announced at a future date.

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 OneLegacy

OneLegacy is a nonprofit organization dedicated to saving lives through organ, eye and tissue donation in seven counties in Southern California: Los Angeles, Orange, Riverside, San Bernardino, Ventura, Santa Barbara and Kern. It serves more than 200 hospitals, 10 transplant centers, a diverse population of nearly 20 million, donors and families across the region, and waiting recipients across the country. For more information, visit onelegacy.org.

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