

# Donate Life Rose Parade® Float

## 2022 Fact Sheet

**Group Name:** Donate Life

**Float Theme:** *Courage to Hope*



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**Organization/Company Website URL:**

[www.donatelifefloat.org](http://www.donatelifefloat.org)

**Primary Message to be Conveyed to Audience**

Celebrating its 19<sup>th</sup> year, The Donate Life Rose Parade® float continues its mission to save and heal lives by sharing the gift of life and delivering the message of organ, eye and tissue donation to the world. Families of deceased donors are honored to see their loved ones' floral images highlighted as part of the float. Living donors and recipients bring the float to life by riding or walking beside the float.

**Number of Years in Rose Parade:** 19

**Past Float Awards Earned:**

- 2020 Judges Special Trophy
- 2019 Judges Award
- 2018 Theme Award
- 2017 Theme Award
- 2016 Isabella Coleman Trophy
- 2014 Theme Award
- 2012 Judges Special Trophy
- 2011 Theme Award
- 2010 Theme Award
- 2009 Queen's Trophy
- 2008 Judges Special Trophy

**Float Builder:** Fiesta Parade Floats  
16016 Avenida Padilla  
Irwindale, CA 91702-3280

**Float Designer:** Charles Meier

**Float Title:** *Courage to Hope*

### **How/why was this theme chosen?**

The 2022 Donate Life float, *Courage to Hope*, shares the courage shown by donor families, living donors and waiting recipients by highlighting the winged lion of the Piazza San Marco in Venice, Italy. The courage to hope for a lifesaving transplant helps recipients as they wait for a donor, and the courage to hope that their loved one will save and heal lives through organ, eye and tissue donation, helps grieving families heal and find peace.

### **Participating Organization Information:**

Donate Life America is a 501(c)3 nonprofit organization leading its national partners and Donate Life state teams to increase the number of donated organs, eyes and tissue available to save and heal lives through transplantation while developing a culture where donation is embraced as a fundamental human responsibility.

Since 2004, the Donate Life float has added an emotional and deeply meaningful dimension to "America's New Year Celebration," the Rose Parade®. Each year, Donate Life's lovingly crafted float features three aspects of donation that are integrated into the float's design: Riders (all organ, tissue or cornea recipients), Walkers (all living organ donors or organ and tissue recipients), and Floragraphs (floral portraits of deceased organ, tissue or cornea donors). The float also features thousands of dedicated roses carrying messages of love, hope and remembrance.

Donate Life is a national brand for donation supported by national organizations and state teams dedicated to motivating the American public to register as organ, eye and tissue donors. Hundreds of thousands of people from all walks of life in every corner of the country are in need of life-saving and healing gifts that are possible only through organ, eye and tissue.

The Donate Life Rose Parade Float national campaign is produced by OneLegacy, the non-profit, federally designated organ and tissue recovery agency serving the seven-county greater Los Angeles area, and is supported by more than 50 official sponsors nationwide, including organ and tissue recovery organizations, tissue banks, state donor registries, transplant centers, hospitals, funeral homes and affiliated organizations.

### **Of Special Interest:**

- 35 families of deceased donors participated in several events that started in October and ran through mid-December to decorate and put the finishing touches on their loved ones' floragraph portraits at local floragraph finishing events across the country.
- Participating in the decoration of the Donate Life float are hundreds of donor family members celebrating their loved ones, transplant recipients honoring their donors, and allied professionals who steward the donation and transplantation process.
- All Donate Life float sponsors and participants encourage parade viewers to save lives by registering in their states to be organ, eye and tissue donors in their communities.
- More than 1,500 Donate Life volunteers provided over 10,000 decoration hours to complete their float.

### **Flowers and Dry Materials Used for Decorating**

- Thirty Five intricately detailed floragraphs (floral portraits of deceased organ and tissue donors) are integrated into the column designs and feature an array of sepia toned natural materials including crushed walnut shell, cinnamon and ginger spices, sweet rice, and cress, red millet and nigella seeds. The floragraphs have been shipped throughout the United States, decorated by actual donor family members, then returned and placed onto the float. Families of deceased donors are honored to see their loved ones' floral images highlighted as part of the float.

### **Flowers and Dry Materials Used for Decorating (Continued)**

- The magnificently detail sculpture of the Venetian Lion is enhanced with shades of gold, bronze, rust and creamy white strawflower petals. Thousands of velvety purple carnations complete the saddle with accents of gold clover seed, yellow marigold petals and white button poms.
- Ornate columns are crafted from coconut chips aged to represent the centuries' old structure with gold strawflower petals making up the layers of ornamentation.
- Over 20,000 hot pink Topaz roses create the floral gardens.
- Gondolas of glossy black seaweed have ornate design work crafted from golden clover seed. Lush red Hearts rose arrangements compliment the gondolas. Three thousand red and white carnations create the water canal poles.
- The famed water canals of Venice consist of over 12,000 stems of light and dark blue iris, blue agapanthus with white dendrobium and Phalaenopsis orchids.
- Floral trees of 4,000 purple Mokara orchids and pink dendrobium orchids cascade from high above. Cone-shaped topiary trees have been florally designed in shades of pink and hot pink carnations, roses, spray roses, Mokara and cymbidium orchid sprays. Opulent floral designs throughout the float are crafted with protea, tulip anthuriums, dendrobium orchids, Starfighter oriental lilies and thousands of red roses.
- Dedication bowls designed with Coral Reef roses float over lush deck gardens of 12,000 hot pink Stiletto and red Freedom roses.

### **Float Participants:**

The 2022 Donate Life Rose Parade float features:

- 14 float riders, each a transplant recipient
- 35 memorial floragraph portraits, honoring deceased organ, eye and tissue donors.
- 5 float walkers, who are each a living donor or an organ, eye or tissue recipient.
- Thousands of roses from all around the country individually dedicated to donors, transplant recipients and patients in need.

**Float Dimensions – Height** 24 Feet

**Float Dimensions – Width** 18 Feet

**Float Dimensions – Length** 55 Feet