



Lifting Each Other Up

For the past 20 years, the Donate Life Rose Parade® float has inspired people across the country and around the world to save and heal lives with the powerful message of organ, eye and tissue donation. The 2023 Rose Parade® theme, **Turning the Corner**, celebrates the opportunity of rising above and embracing a fresh start, full of hope and joy. Organ, eye and tissue donation brings the Donate Life community together to embrace the gift of life, giving hope to both donor families and grateful recipients.

The 2023 Donate Life Rose Parade® float, **Lifting Each Other Up**, celebrates the power of organ, eye and tissue donation, with donors and recipients working together to support one another. A spectacular Asian street dragon is the centerpiece of the float. In Asian cultures, dragons symbolize great power, good luck and strength. They bring prosperity and abundance. The colorful dragon winds through flowering trees, lanterns and fans, and is emblazoned with 39 memorial floragraphs, representing those who have given the gift of life. The dragon will be supported on poles by living donors, and surrounded by organ, eye and tissue recipients, whose lives have been transformed and have turned the corner to a more auspicious future, thanks to those who said “YES” to organ, eye and tissue donation. A traditional paifang bridge is featured in the back of the float, with a special message that highlights the power of the Gift of Life.

As the world's most visible campaign, the Donate Life Rose Parade® float inspires viewers to save and heal more than one million people in need of organ, eye and tissue transplants each year. Register today to become an organ, eye or tissue donor by visiting www.DonateLife.net.