

2005 Donate Life Rose Parade® Float



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2005 DONATE LIFE ROSE PARADE FLOAT TO SPOTLIGHT FAMILIES SAVED AND STRENGTHENED BY ORGAN AND TISSUE DONATION

Rider Pairings and Stories to Bring “Celebrate Family” Parade Theme to Life

Los Angeles, Calif. – Organ and tissue donors, transplant recipients and their family members will celebrate their family ties on New Year’s Day 2005 as the Donate Life Rose Parade Float makes its second appearance in the Tournament of Roses® Parade.

In keeping with the theme of the 2005 Rose Parade, *Celebrate Family*, the Donate Life float will feature eleven pairs of riders who, be they directly related or bonded like family, illustrate how families are saved, extended, created and otherwise strengthened through the power of organ and tissue donation and transplantation.

“Organ and tissue donation doesn’t just save lives, it saves families,” said Bryan Stewart, chairman of the Donate Life Rose Parade Float organizing committee and director of communications for OneLegacy, the transplant donor network serving the Greater Los Angeles region. “Our float riders’ stories of hope and inspiration in the face of adversity and illness will help millions of viewers understand that by donating life, we have the power to save lives as well as strengthen donor and recipient families alike.”

The float rider pairs, each sponsored by Patron partners of the Donate Life Rose Parade float, will hail from communities throughout the nation. Float rider sponsors include AlloSource; American Red Cross Transplant Services; California Transplant Donor Network; Coalition on Donation; Gift of Hope Organ & Tissue Donor Network; Musculoskeletal Transplant Foundation; New Jersey Organ and Tissue Sharing Network; OneLegacy; RTI Donor Services; and Upstate New York Transplant Services, Inc.

Entered in the 2004 Rose Parade under the Coalition on Donation name, the Donate Life float has adopted as its namesake the call to action that makes life-saving transplantation possible.

"We're delighted to again work with the donation and transplantation community in their second Tournament of Roses Parade appearance," said Bill Lofthouse, president of Phoenix Decorating Co., which will again design and build the Donate Life float. "This group and their volunteers bring a tremendous energy and sensitivity to the parade as they share an outstanding story of caring and giving."

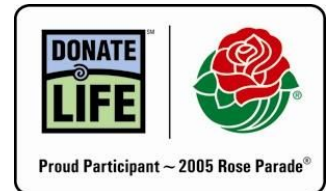
“More than 83,000 Americans currently await organ transplants, while every year hundreds of thousands of people need donated tissue to prevent or cure blindness, heal burns or save limbs,” stated David Fleming, executive director of the Coalition on Donation, whose “Empowering Testimonials” public service announcement campaign is currently circulating through the media. “The Rose Parade offers a unique setting to inspire people to make the commitment to donate life, discuss organ and tissue donation with their family, and sign up to be donors in states with donor registries.”

Spearheaded by Coalition on Donation member OneLegacy, the not-for-profit, federally designated transplant donor network serving Southern California, the Donate Life Rose Parade Float is supported by dozens of official partners from across the nation, including organ and/or tissue recovery organizations, for-profit contributors, transplant centers and transplant recipient organizations.

The 116th Rose Parade, themed *Celebrate Family*, will take place on Saturday, January 1, 2005 at 8:00am PST featuring spirited marching bands from throughout the nation, majestic floral floats and high-stepping equestrian units.

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(Editor’s Note: List of official partners is attached.)



2005 Donate Life Rose Parade® Float Official Partners*

Benefactors

OneLegacy

Patrons

AlloSource
American Red Cross Transplant Services
California Transplant Donor Network
Coalition on Donation
Gift of Hope Organ & Tissue Donor Network

Musculoskeletal Transplant Foundation
RTI Donor Services
New Jersey Organ and Tissue Sharing Network
Upstate New York Transplant Services, Inc.

Contributing Partners

Association of Organ Procurement Organizations
Barr Laboratories, Inc.
Cedars-Sinai Medical Center - Center for Liver & Kidney
Diseases & Transplantation
Donor Alliance
Donor Network of Arizona
Health Promotions Now
LDT Systems, Inc.
Life Alliance Organ Recovery Agency,
University of Miami

Life Connection of Ohio
Lifeline of Ohio
Lifesharing Community Organ & Tissue Donation
Mid-South Transplant Foundation
Sallop Insurance Agency, Inc.
Vesta Therapeutics, Inc.
Washington Regional Transplant Consortium

Friends

Home Depot of Orange
Wisconsin Donor Network

Promotional Partners

Transplant Recipients International Organization,
Ventura County/West Valley

United Organ Transplant Association

** as of 3/16/04*