



Coalition on Donation

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COALITION ON DONATION TO ENTER FLOAT IN 2004 ROSE PARADE

Los Angeles, Calif. – The Coalition on Donation, a not-for-profit alliance of local affiliates and national organizations dedicated to inspiring all people to donate life through organ and tissue donation, has been invited by the Pasadena Tournament of Roses to enter a float in the 2004 Rose Parade.

“The Coalition on Donation’s participation in the Rose Parade will dramatically communicate the positive, life-transforming benefits of organ and tissue donation to tens of millions of television viewers and parade spectators,” says David Fleming, Executive Director of the Coalition on Donation.

The vast majority of Americans are in favor of organ donation. More than half say they have signed a donor card or indicated their wish to donate on their driver's license. Although these are legal documents, organ donation is always discussed with family members prior to the donation. “We hope a beautiful floral parade float will inspire people to discuss donation with their families,” says Fleming.

The Coalition on Donation float will also serve as a focal point for those already touched by donation. “The float will provide a wonderful opportunity for donor family members to celebrate their loved ones and for transplant recipients to honor their donors by decorating and, for a lucky few, riding on the float,” says Coalition on Donation Rose Parade Float Committee chairman Bryan Stewart of OneLegacy. “Their personal stories of courage and tribute will be inspiring to Rose Parade participants and viewers alike.”

Spearheaded by Coalition on Donation member OneLegacy, the not-for-profit, federally designated transplant donor network serving Southern California, the Coalition on Donation Rose Parade Float is supported by 35 partners from across the nation, including 22 organ procurement organizations, nine industry partners, and three Southern California transplant centers.

The Coalition on Donation float will be designed and built in Pasadena by float builder Phoenix Decorating Co., the largest builder of Rose Parade floats. “We are privileged to help the Coalition on Donation inspire people to make such an important, life-saving decision,” says Bill Lofthouse, President of Phoenix Decorating Co.

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“We hope that our Rose Parade float will become an annual, time-honored tradition among Coalition on Donation members from all 50 states as well as the millions of people who have been personally touched by donation and transplantation,” says Fleming.

The 115th Rose Parade, themed *Music Music Music*, will take place on Thursday, January 1, 2004 at 8:00am PST featuring spirited marching bands from throughout the nation, majestic floral floats and high-stepping equestrian units.

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