

2005 Donate Life Rose Parade® Float



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2005 DONATE LIFE ROSE PARADE® FLOAT DESIGN JOINS 'MANY FAMILIES' TOUCHED BY 'ONE GIFT' OF ORGAN AND TISSUE DONATION

Float to Focus on How the Gift of Life Saves Lives and Strengthens Families

Chicago, Ill. – A nationwide partnership of organizations united to inspire all people to “Donate Life” through organ and tissue donation unveiled its 2005 Rose Parade® float design today at the Association of Organ Procurement Organizations (AOPO) meeting in Chicago. The new float follows the highly successful launch last year of a nationwide effort to raise awareness and support of donation as a participant in *America’s New Year Celebration*.®

Carrying the theme *Many Families, One Gift*, the Donate Life Rose Parade float will feature 23 riders—representing living donors, donor family members and transplant recipients—all enjoying a sunny day in the park surrounded by symbols of life: a three-tiered water fountain, a garden bridge, an ornate gazebo, and a sturdy tree. Riders include a special honorary family plus 10 pairs of float riders who, be they directly related or sharing a close bond, illustrate how families are strengthened through the power of organ and tissue donation and transplantation. The riders will hail from communities throughout the nation, including California, Colorado, Illinois, Michigan, New Jersey, New York, North Carolina and Oklahoma.

“Family is the core of the celebration of life, and the gift of organ and tissue donation saves, enhances and strengthens the lives of hundreds of thousands of individuals and their loved ones every year,” said Bryan Stewart, chairman of the Donate Life Rose Parade Float organizing committee and director of communications for OneLegacy, the transplant donor network serving Southern California.

The Donate Life float promises to bring a distinct dimension to the Tournament of Roses Parade theme, *Celebrate Family*. “Donation is a celebration for not only those whose health and families are renewed by organ or tissue transplantation, but also for donor families who honor their loved ones’ legacies of caring and generosity,” said Stewart.

More than 85,000 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. In 2004, America celebrates the 50th anniversary of the first successful organ transplant—a miracle

- more -

of modern medicine that for two generations has paved the way for hundreds of thousands of individuals and their families to enjoy longer, fuller lives together.

“The Rose Parade offers a unique setting to inspire people to make the commitment to donate life, discuss organ and tissue donation with their families, and sign up to be donors in states with donor registries,” said David Fleming, executive director of the Coalition on Donation.

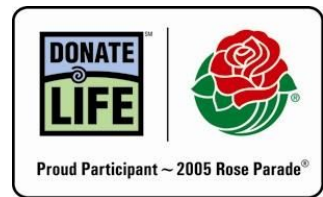
Award-winning float builder Phoenix Decorating Co. designed the new float. “We're delighted to again join this special community as a contributing partner of the Donate Life float,” said Bill Lofthouse, president of Phoenix Decorating. “As a parade participant, the donation and transplantation community brings tremendous energy and meaning to the parade as they share their inspiring stories of courage and compassion in the face of adversity.”

Spearheaded by Coalition on Donation member OneLegacy, *Many Families, One Gift* is supported by dozens of official partners from across the nation, including organ and 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: A float rendering and list of official partners as of June 2004 is attached.)



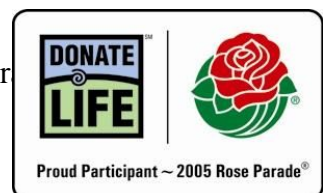
“Many Families, One Gift”

Family is the core of the celebration of life, and the gift of organ and tissue donation saves, enhances and strengthens “Many Families” who are touched by the “One Gift” of life.

Organ and tissue donation is a celebration for not only those whose health and families are renewed by organ or tissue transplantation, but also to donor families who honor their loved ones’ legacies of caring and generosity.

The Donate Life Rose Parade® float will feature 23 people representing living donors, donor family members and transplant recipients, all enjoying a sunny day in the park surrounded by symbols of life: a beautiful three-tiered water fountain; an elegant garden bridge; an ornate gazebo; and a sturdy tree. The riders will consist of eleven family pairings who, be they directly related or sharing a close bond, illustrate how families are strengthened through the power of organ and tissue donation and transplantation.

The float’s many official partners and hundreds of volunteers encourage worldwide to “Donate Life” by choosing to be an organ and tissue donor.



2005 Donate Life Rose Parade® Float Official Partners*

Benefactors

OneLegacy

Patrons

AlloSource
American Red Cross Transplantation 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
RTI Donor Services
Upstate New York Transplant Services, Inc.

Contributing Partners

American Liver Foundation Greater Los Angeles Chapter
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
LifeBanc
Lifeline of Ohio

LifeShare Of The Carolinas
LifeShare Transplant Donor Services of Oklahoma
Lifesharing Community Organ & Tissue Donation
Loma Linda University Medical Center Transplantation
Institute
Mid-South Transplant Foundation
Nevada Donor Network
Phoenix Decorating Co.
Sallop Insurance Agency, Inc.
St. Joseph Hospital
UCLA Healthcare
Vesta Therapeutics, Inc.
Washington Regional Transplant Consortium

Friends

American Medical Bill Review
Fiji Water
Gift of Life Donor Program
Home Depot of Orange
LifeChoice Donor Services
LifeQuest Organ Recovery Services

New York Organ Donor Network
Organ Recovery Systems
Tennessee Donor Services
Wisconsin Donor Network

Promotional Partners

National Kidney Foundation
Transplant Recipients International Organization,
Ventura County/West Valley

United Organ Transplant Association

** as of 6/11/04*