



NEWS

For Immediate Release

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**The Donate Life Community and its Inspiring “Lifting Each Other Up” Float
Invites Audiences to Watch the 2023 Rose Parade January 2**
The Float will be the Entry Number 71 on the Parade Lineup

(LOS ANGELES – Dec 30, 2022) – On January 2, 2023, the Donate Life community will celebrate 20 years of participation in the Rose Parade® as its inspiring *“Lifting Each Other Up,”* float makes its way down Colorado Blvd. in Pasadena. The 134th annual parade kicks off at 8:00 a.m. PT (11:00 a.m. ET) and it will air on ABC, KTLA 5, NBC, Univision, Peacock, Cowboy Channel, and RFD-TV — or Rural Free Delivery. Viewers can also stream the parade on the ABC, NBC (Peacock) and Univision apps. The Donate Life float will be entry number 71, and it will ride down the streets of Pasadena behind the BAZIC Products float, and right after the Pasadena City College Tournament of Roses Honor Band.

As the world’s most visible campaign to inspire organ, eye and tissue donation, the Donate Life Float carries the simple yet powerful message that donation saves lives while celebrating the power of donors and recipients working together to support one another. The float features 20 organ and tissue recipients as riders and walkers as well as honoring 39 deceased donors through beautiful floral portraits, or floragraphs. The 59 total honorees represent 24 states with ages ranging from 17 to 78 years old for riders and walkers, and from 3 1/2 months old to 68 years old for those remembered through floragraphs.

The centerpiece of the 2023 Donate Life float is a spectacular street dragon which in Asian cultures symbolizes great power, good luck and strength. The colorful dragon winds through flowering trees, lanterns, fans and a traditional paifang bridge carrying a special message in mandarin that highlights the power of the Gift of Life. Thousands of individually

dedicated roses are also part of this year's Donate Life float, each carrying a personal message dedicated to those who have given the gift of life to others, as well as to organ recipients and transplant professionals.

The Donate Life Rose Parade float is produced by OneLegacy and made possible thanks to more than 50 sponsors, including: American Association of Tissue Banks, Artivion, AxoGen Corporation, Bridge to Life, Cedars-Sinai, We Are Sharing Hope SC, Center For Donation and Transplant, Community Tissue Services, David's Final Flight, Ryan's Legacy, Dignity Memorial Providers of Las Vegas, New Jersey and Seattle, Donate Life California, Donate Life Indiana, Donate Life South Carolina, Donor Alliance, Donor Network West, Global Transplant Solutions, Indiana Donor Network, Iowa Donor Network, JJ's Legacy, Kamden's Group Hug, Inc., Legacy Donor Services Foundation, Legacy of Hope, UAB Medicine, LifeCenter Northwest, LifeLink Foundation, LifeNet Health, LifeShare of OK, Lifesharing, Louisiana Organ Procurement Agency, Midwest Transplant Network, MTF Biologics, Nevada Donor Network, New England Donor Services, OneLegacy, RTI Donor Services, Sharing Network Foundation, Student Organ Donation Advocates, Thermo Fisher Scientific, UAB Medicine, Union County Community Foundation, We are Sharing Hope, SC, Xtant Medical, Mark Wesley Pinckard – Renaissance Scholarship Fund, CPMC, Stanford Children's Hospital, UCSF Health, CompuMed, First Republic Bank and Specialist Direct.

Register today to become an organ, eye or tissue donor by visiting [DonateLife.net](https://www.DonateLife.net).

About Donate Life America

Donate Life America is a 501(c)3 not-for-profit alliance of national organizations and state teams across the United States committed to increasing organ, eye and tissue donation. Donate Life America manages and promotes the national brand for donation, Donate Life, and assists Donate Life State Teams and national partners in facilitating high-performing donor registries; developing and executing effective multi-media donor education programs; and motivating the American public to register now as organ, eye and tissue donors.

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