



Treasure Every Moment Together

For the past 23 years, OneLegacy's Donate Life Rose Parade® float has inspired people worldwide to save and heal lives with the powerful message of organ, eye, and tissue donation. The 2026 Rose Parade® theme, ***The Magic in Teamwork***, celebrates the power of collaboration and collective achievement. It emphasizes that exceptional results come from a willingness to work together. Organ donation and transplantation would not be possible without the help of a team of people, working together to make the gift of life possible.

OneLegacy's twenty-third entry into the Rose Parade®, ***Treasure Every Moment Together***, highlights gratitude for moments shared with others. This lush tropical paradise is a reminder that registered organ, eye, and tissue donors offer the greatest treasure: the gift of life. Grateful organ recipients will sail through Pasadena, California, in two traditional canoes placed at the front of the float. The 2026 OneLegacy Donate Life Rose Parade® Float honors a community of people touched by the power of organ, eye, and tissue donation.

Three regal, great hornbill birds perch along the float, accompanied by monarch butterflies. Like donation and transplantation, great hornbills play a crucial role in sustaining the circle of life in their communities. Monarch butterflies represent transformation and rebirth and are often used as symbols of donation and transplantation. The centerpiece, an open treasure chest, overflows with flowers, pearls, and Floragraphs – floral portraits of organ, eye, and tissue donors.

As the world's most visible campaign, the OneLegacy Donate Life Rose Parade® float inspires viewers to save and heal hundreds of thousands of people needing organ, eye, and tissue transplants each year. Register today to become an organ, eye, or tissue donor by visiting OneLegacy.org/register or registerme.org outside of California.