



For Immediate Release

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LAC+USC HONORS ORGAN AND TISSUE DONORS WITH DEDICATED ROSES TO BE PLACED ON DONATE LIFE FLOAT IN 2013 ROSE PARADE®

Donate Life Rose Ceremony Welcomes Donors' Family Members at LAC+USC on Saturday, November 3rd, 2013

Los Angeles, Calif., Nov. 3, 2012 – LAC+USC Medical Center, in collaboration with OneLegacy, the organ and tissue recovery organization serving the seven-county greater Los Angeles area, will honor organ and tissue donors and their families at a Donate Life Rose Ceremony to be held at 2051 Marengo Street, between 1pm and 4pm.

The Donate Life Rose Ceremony welcomes families of deceased donors served by LAC+USC. At the event, staff from LAC+USC will thank each family for their loved ones' life-saving and healing gifts of organs and tissue by presenting them with a dedicated rose to be placed on the Donate Life float in the 2013 Rose Parade. The families will write personal messages tagged onto flower vials to be placed in a rose dedication garden on the Donate Life's float.

“We are very thankful that these families, while experiencing such a personal loss, chose to help others” said Dr. Peter Gruen, Chair of the LAC+USC Organ and Tissue Oversight Program. “Their gift of life has brought healing and hope to many individuals in need and their families. We are thankful for their generosity and today's ceremony is a way of showing our gratitude.”

LAC+USC joins more than 100 organizations and hundreds of individuals nationwide who will contribute dedicated roses to the Donate Life float, themed “Journeys of the Heart.” The tenth Donate Life Rose Parade float entry will transport 30 riders representing deceased organ, eye and tissue donors, living donors, and transplant recipients on a pathway of looping hearts lined with 72 memorial floragraph portraits of deceased donors.

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The Donate Life Rose Ceremony will feature several guest speakers, among them a transplant recipient, a donor family member, and LAC+USC staff. During the event, each donor family will be handed two rose vials with a special tag where the family can write a personal message to their loved one. One vial will be kept by the family as a memento, while the other will make its journey to Pasadena, where the vial, carrying a fresh rose, will be ceremonially placed on the Donate Life float a few days before the 124rd Rose Parade, which will be held on January 1, 2013.

“We are deeply grateful to donors and their families for their generous decision to help others in need,” said Bryan Stewart, Donate Life Float Committee chairman and OneLegacy’s vice president of communications. “It is our privilege to present hospitals and families an opportunity to honor donors in such a meaningful way as part of this national celebration of the gift of life.”

OneLegacy is the federally designated, non-profit organization dedicated to saving lives through organ and tissue donation in the seven-county greater Los Angeles area. Since 2004, OneLegacy has coordinated the annual Donate Life Rose Parade Float campaign in collaboration with donation and transplant organizations nationwide.

For more information about the Donate Life Rose Parade Float, visit the official float website at www.donatelifloat.org.

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(Editor’s Note: Float rendering and description attached)



“Journeys of the Heart”

The ups and downs of life teach us many lessons, with those experienced through organ and tissue donation and transplantation being among the most profound. Donor families pass through grief on the way to peace and remembrance; living donors step forward to give love and life to others; and transplant recipients courageously move forward from harrowing illness to health and gratitude. Though our paths vary from the places we start, we are all connected on our *Journeys of the Heart*.

Inspired by the 2013 Rose Parade® theme “*Oh, the Places You’ll Go!*™,” the tenth Donate Life Rose Parade float entry will transport 30 riders representing deceased organ, eye and tissue donors, living donors, and transplant recipients through a magical, heart-filled world encompassing the highs and lows that life has to offer. A pathway of looping hearts is lined with 72 memorial florigraph portraits of deceased donors who are remembered every step of the way. The float’s collection of joyful hearts representing the new life made possible by transplantation is grounded by a reverent dedication garden filled with roses bearing personal messages honoring those who make the gift of life possible. The journey peaks with intertwined red and purple hearts representing the love and courage that define humanity at its best.

Donate Life urges viewers to join America’s 105 million registered donors so everyone whose life depends on a transplant can have one. Sign up as an organ, eye and tissue donor when renewing your driver’s license or by visiting www.DonateLifeAmerica.org.