



Light in the Darkness

Since 2004, the Donate Life Rose Parade® float has inspired people across the country and around the world to save and heal lives with the powerful message of organ, eye and tissue donation, transforming our communities through caring and generosity. Families of deceased donors are honored to see their loved ones' floral images featured on the float, while living donors and recipients bring the float to life by walking beside and riding on the float. This year's parade theme, *The Power of Hope*, honors the opportunity to look beyond challenges of the moment and light a path to a brighter future.

The 2020 Donate Life Rose Parade® float, *Light in the Darkness*, shares the Power of Hope by highlighting Southeast Asia's Diwali, or the Festival of Lights, a celebration of light shining in darkness. Organ, eye, and tissue donation is often the first spark of light families see when in their darkest of moments, the opportunity to honor their loved ones' legacy provides hope and light to both grieving donor families and grateful recipients.

The front of the float features colorful rangoli, intricate circular designs made of rice and flowers, created to adorn the entrance of a home. These rangoli will house thousands of individually dedicated roses to honor those who have saved and healed lives through the power of organ, eye and tissue donation. Two brass oil lamps, known as diya, burn brightly and accompany three majestic peacocks, symbols of new life. 26 organ, eye and tissue recipients or living donors will be seated among the peacocks or walk alongside the float. Floral displays overflow from intricate vessels, adorned with 44 memorial floral portraits, honoring the gift of life and light given by organ, eye and tissue donors.

As the world's most visible campaign to inspire organ, eye and tissue donation, the Donate Life Rose Parade® float inspires viewers to save and heal more than one million people in need of organ, eye and tissue transplants each year. Register today to become an organ, eye and tissue donor by visiting www.RegisterMe.org/DonateLifeFloat.