



OneLegacy Donate Life Rose Parade® Float

2025 Participant Guidelines

The 2025 OneLegacy Donate Life Rose Parade® Float will honor 26 deceased donors as florigraph honorees as it makes its five-mile journey down Colorado Boulevard on January 1, 2025. The float will also feature 4 living donors as walkers and 12 recipients as riders.* The OneLegacy Donate Life float's participants represent millions of people touched by organ, eye and tissue donation. As participants, they become family members of the most inspiring float in one of the most-watched events in the world. Prior to COVID-19 an estimated 700,000 parade spectators, 45.5 million U.S. television viewers and 28 million international viewers saw the Donate Life float. Millions more heard about the OneLegacy Donate Life mission in broadcast and printed news stories about the float and its participants. This year and moving forward, we are no longer the Donate Life Rose Parade® Float and are now the OneLegacy Donate Life Rose Parade® Float to help highlight our local stories. The 2025 Rose Parade, themed Celebrating the **Best Day Ever**, will take place on Wednesday, January 1, 2025, at 8:00am PST.* The following participant guidelines are designed to ensure a great OneLegacy Donate Life float experience.

Selection Process

Float participants are individually sponsored by organizations. Sponsors are responsible for determining the process by which participants are selected. Some have specific individuals in mind, while others choose to stage an open application or nomination process to identify as many candidates as possible. In most cases, local organizations select participants from their service area, while national organizations may select participants from all regions of the country.

Expectations

Florigraph honorees depicted in the float's memorial florigraph portraits are required to be deceased organ, eye or tissue donors. Riders must be recipients of an organ, eye, or tissue transplant. Walkers must be living donors. All participants and donor families must travel to Pasadena, California, from December 29, 2024, through January 1, 2025.* Participants may arrive earlier and stay later than these required dates. One hotel room in Pasadena* will be provided from December 29th* through January 1, 2025* to ensure families' ability to participate in the special events. **Please note that ANY transportation (other than shuttles to and from the hotel and the decorating site) and additional hotel nights will be the sole responsibility of the participant, donor family and/or sponsor.** Florigraph honorees, riders and walkers are commonly the subject of media stories in the weeks leading up to the parade. Thus, all participants and florigraph families are expected to be available for media interviews as opportunities arise. On occasion, between December 30th and January 2nd, * television morning shows require reporting to the studio or locations at a very early hour.

Requirements

Floragraph Honoree

- Families applying for the floragraph opportunity must have authorized donation on behalf of their loved ones or supported their loved one's donor designation at least one year prior to the application being completed (before Friday June 26, 2024). Honorees need not have necessarily had their organs, eyes or tissues recovered or transplanted.
- Families applying for the floragraph opportunity must have the Consent For Use of Name and Likeness form signed by any and all next of kin who authorized donation.
- Floragraph family members should be comfortable speaking to the media and must report to media opportunities on a timely basis. On occasions between December 26* and January 1st*, television morning shows require reporting to the studio or locations at a very early hour.
- The family must provide a high-quality headshot of the Honoree to serve as original artwork for the floragraph (min. size 4" x 6" at 300dpi). The image will be enlarged to fill the 12" x 16" floragraph canvas, so a higher-quality original image is necessary for best results.
- The family must provide a biography of the Honoree (maximum 350 words).

Rider

Riding on the float and participating in related activities is physically demanding and riders must be able to handle the level of physical activity required. We recommend riders consult with a physician to ensure participating would not compromise his or her health.

- Riders must be comfortable with heights, and able to sit or stand for the duration of the parade, which lasts approximately three hours, until the float arrives in the post-parade off-loading area, after which they will be transported by bus back to the hotel.
- Depart the hotel at 5:00 am the morning of the parade for transport to the parade formation area.
- Be able to walk distances of up to ½ mile to reach the float for loading, and be able to endure cold or hot temperatures.
- Riders must be at least 12 years of age as of January 1st per the Pasadena Tournament of Roses' rules.
- Able to speak with the media and participate in interviews, and report to scheduled media opportunities on time, regardless of the hour or location.
- Riders are required to stay in the official OneLegacy Donate Life Rose Parade® hotel during designated dates as well as attend all rider related events.
- Wear the required uniform as designated by the float designer/builder while riding the float for float judging as well as the day of the parade.
- If the rider so wishes, he or she may hold an 8x10 framed photo of his or her organ, eye or tissue donor during float judging ONLY.



Walker

Walking beside the float and participating in related activities is physically demanding and walkers must be able to handle the level of physical activity required. We recommend walkers consult with a physician to ensure participating would not compromise his or her health.

- Walkers must be able to walk up to ½ a mile to reach the float for loading, then the entire 5-mile parade route (remaining in position relative to the float regardless of the float's speed), until the float arrives in the post-parade off-loading area, after which they will be transported by bus back to the hotel.
- Walkers must be able to endure cold or hot temperatures for the duration of the time spent on the parade route.
- Depart the hotel at 5:00 am the morning of the parade for transport to the parade formation area.
- Walkers must be at least 12 years of age as of January 1st per the Pasadena Tournament of Roses' rules.
- Able to speak with the media and participate in interviews, and report to scheduled media opportunities on time, regardless of the hour or location.
- Walkers are required to stay in the official OneLegacy Donate Life Rose Parade® hotel during designated dates as well as attend all walker related events.
- Wear the required uniform as designated by the float designer/builder while walking beside the float for float judging as well as the day of the parade as well as carry any props as designated by the float designer/builder.

Participant Picture and Biography

All florigraph honorees, riders and walkers are featured in the official OneLegacy Donate Life Rose Parade® Float website under the "Participants" tab with both a full biography in addition to a shortened, capsule version. The capsule version will highlight the honoree in the OneLegacy Donate Life Rose Parade® Float yearbook. As such, a photograph and biography are required for every honoree.

Photograph

Riders, walkers and florigraph families should aim to find a photo that meets the guidelines below:

- Clear focus
- Good lighting
- High quality headshot
- Minimum size for florigraphs 4"x6" at 300 dpi



Example of good quality photo



Example of poor quality photo

Biography

Riders, walkers and floragraph families should submit a full biography of himself or herself, or of their honoree, that meets the guidelines below:

- Approximately 350 words
- Written in the third person
- Written in the present tense
- No grammatical errors
- Focus is on the honoree
- Include quotes if possible
- Include personal experience with donation/transplantation

Example of good biography:

John Patrick O'Laughlin was passionate about life. His family recalls a hardworking, honest, loyal man with a fun sense of humor... the trickster and firecracker in the family. Anything he did became a passion, including serving the USA, enjoying his Ford trucks and Mustangs, teaching sailors and Marines how to care for F14 and F18 jets, dancing competitive country western, and just having fun with family. This devoted father and husband loved it all.



During nearly 34 years of active duty in the Navy and then the reserves, John saw the world stationed aboard ships including the USS Enterprise, Ranger and Forrestal. His numerous awards included the Navy Humanitarian Service Medal and recognition for tours of duty in Desert Storm and liberating Kuwait.

Despite having open heart surgery several years earlier, John continued to make a difference as a Naval contractor. Three days after returning from a routine 6-month deployment to Saudi Arabia, this active 61-year-old died suddenly and unexpectedly from a stroke. His family knew his wishes. He had always said, "When I go, donate my organs to those who need them. When I am gone I won't need them and someone else will."

While he wouldn't consider himself a hero, John's family and friends do. So do the two people who can see because he was a cornea donor, the nearly 50 people he helped heal as a tissue donor, and the three people whose lives he saved as an organ donor, including a kidney recipient at Walter Reed National Military Medical Center in Bethesda, MD. (Through the Department of Defense Share Program, military donors in San Diego can designate a kidney to save the life of someone on the waiting list who is active duty military, a retiree or dependent.)

John O'Laughlin's family also knows this long-time mariner would have loved sailing on the OneLegacy Donate Life Rose Parade float catamarans dedicated to teammates.

Example of a poor biography:

His name was John Doe and was born in 1943 my family will miss him dearly. He was full of life, and accomplished much. He swims, He went on to donation and will be remembered. He was important in my life and I will never forget him. There isn't a day that goes by where I don't think of him. I look forward to seeing him honored on the float.