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FOR IMMEDIATE RELEASE

Gift of Hope sponsors opportunity to honor those who gave through 2007 Donate Life Rose Parade® Float

ELMHURST, Ill. (Oct. 30, 2006)— Gift of Hope Organ & Tissue Donor Network and organizers of the 2007 Donate Life Rose Parade® Float offer the opportunity for families and friends of donors, transplant recipients, hospitals and other organizations to honor those who gave the gift of life through the Family Circle Rose Dedication program.

Through the program, families and individuals can dedicate a rose on the 2007 Donate Life Rose Parade Float that bears the name of one who has given, received or awaits the gift of life.

Hospitals, transplant centers and organizations can also participate through a rose dedication package to honor individuals and families who have given, received and await the gift of life.

For information on the rose dedication program and pricing, visit the Family Circle section of the Donate Life Rose Parade Float Web site at www.donatelifefloat.org.

Donor families can also nominate their loved one for a Family Circle dedication by submitting an essay to Gift of Hope, describing the beauty and goodness that resulted from their loved one's donation in keeping with the 2007 Donate Life Rose Parade Float theme "Giving from the Heart."

Three essays will be selected to receive a "Family Circle Package" sponsored by Gift of Hope on behalf of each family and their loved one. The package includes:

- A rose with the name of your loved one or honoree in the Family Circle Garden
- A certificate of recognition
- A replica of the vial placed in the Family Circle Rose Garden
- A 2007 Rose Parade souvenir lapel pin set including Family Circle, float theme, parade theme and Rose logo lapel pins
- A 2007 Rose Parade souvenir program
- A box of 20 Donate Life Family Circle note cards

Submissions should be no longer than 1,000 words and must be submitted by 5 p.m. Friday, Nov. 10, along with permission for Gift of Hope to share the essay on its Web site and publications. For more information and a nomination form, contact [Vikki Tulcus](mailto:Vikki.Tulcus@giftofhope.org), Gift of Hope Volunteer and Public Education Coordinator, at 888/307-3668 or vtulcus@giftofhope.org

(MORE)

Gift of Hope is an official sponsor of the 2007 Donate Life Rose Parade Float. The 118th Rose Parade, themed *Our Good Nature*, will begin at 10 a.m. CST on Monday, Jan. 1. Featuring marching bands from throughout the nation, majestic floral floats and high-stepping equestrian units, the parade is annually seen by more than 800,000 spectators and more than 30 million U.S. TV viewers.

More than 93,000 Americans, including more than 4,600 in Illinois, currently await organ transplants. Every year hundreds of thousands of people need donated tissue to prevent or cure blindness, heal burns or save limbs.

Gift of Hope Organ & Tissue Donor Network is proud to serve as the federally designated not-for-profit organ procurement organization (OPO) that coordinates organ and tissue donation and services to families of donors in the northern three-quarters of Illinois and northwest Indiana. Since its inception in 1986, Gift of Hope has coordinated donations that have saved the lives of more than 10,000 organ transplant recipients, and improved the lives of hundreds of thousands of tissue transplant recipients. As one of 58 organ procurement organizations that make up the nation's organ donation system, Gift of Hope works with 183 hospitals and serves 11.7 million residents in its donation service area.

For more information, about organ and tissue donation, call the Gift of Hope Education Hotline at 888/307-3668 or visit **www.giftofhope.org**.

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