

2005 Donate Life Rose Parade® Float



FOR IMMEDIATE RELEASE

Contacts: Rivian Bell or Debra Stolberg (213) 612-4927, (888) 477-4319 (24/7) or jdicomm@ix.netcom.com or Bryan Stewart, (213) 401-1226 or bstewart@onelegacy.org

‘TEAM DONATE LIFE’ VOLUNTEERS BRING KODAK ROSE PARADE® FLOAT TO LIFE

Donor Family Members, Transplant Recipients Inspire Images on Kodak Float

Los Angeles, Calif. – Dec. 3, 2004 – Hundreds of volunteers touched by organ and tissue donation will gather this month at Phoenix Decorating in Pasadena to bring to life two floats for the Tournament of Roses Parade® on Jan. 1, 2005. In addition to decorating their own float, “Many Families, One Gift,” Team Donate Life volunteers will add rice, flowers and petals to “Memory Lane” for the Eastman Kodak Company, whose company tagline — Share Moments. Share Life.™ — resonates deeply for families who have been affected by organ and tissue donation and transplantation.

“Kodak was looking for an organization with similar values to help us decorate our float,” said Robert W. Mayhue, Manager, Alliance Marketing, Eastman Kodak Company. “Kodak chose the Donate Life volunteers because we admire their organization and its purpose. We’re extremely pleased they’ll be helping us cover our parade entry with the flowers, seeds and other natural ingredients that bring our spectacular 2005 float to life.”

In appreciation of the volunteers’ decorating assistance, the Kodak float will depict eight Southern California organ donors among the scores of images that will appear on the wings of gigantic floral butterflies. Because the images will be depicted in flowers, they’ve been dubbed “floralgraphs” by Kodak.

Two family members of one of the depicted organ donors will also ride on the Kodak float. Larry Waldie Jr. of West Covina, Calif., and Joe Madera of Valinda, Calif. will ride in honor of organ donor Patricia Madera de Waldie, their wife and sister, respectively. They will join other donor families for decorating, which begins on Saturday, Dec.4 at the Phoenix Decorating Co. Rose Palace at 835 S. Raymond Ave. in Pasadena.

The eight organ donors depicted in floralgraphs on butterfly wings on the Kodak float are:

- **Christina Bueno**, 28, Norwalk, Calif. Christina, a mother of four, saved four lives as an organ donor. The Bueno family, who will decorate on Dec.26, take solace in the belief that in Christina’s short time on this earth, her mission was to give life.
- **Kim Kimble Gast**, 15, West Hills, Calif. Kim saved four lives as an organ donor and numerous others as a tissue donor. She was captain of her cheerleading team at Agoura High School and, according to her family, “lived life to the fullest.” Kim’s family will decorate alongside her heart recipient, Gina, on Dec. 11.

– MORE –

DONATE LIFE/KODAK – 2-2-2

- **Nicholas Green**, 7, Bodega Bay, Calif. Nicholas was killed by highway robbers in 1994 while vacationing in Italy with his family. His parents Reg and Maggie Green agreed to donate his organs and corneas, which went to seven Italians waiting for transplants and inspired the world to follow their compassionate example. Reg and Maggie will be joined by Nicholas' sister Eleanor as honorary riders on the Donate Life float and will decorate alongside fellow float riders on Dec. 30.
- **Zenaida Reyes Aurellano Hoh, M.D.**, 51, Chatsworth, Calif. Zenaida saved four lives as an organ donor. According to her husband and son, she was “a devoted mother, beloved wife, and a wonderful doctor.”
- **Tory Howe-Lynch**, 15, Riverside, Calif. Tory saved five lives as an organ donor. His mother writes, “Tory was a blessing from God. He had an extraordinary gift for encouraging and uplifting others. His love was unconditional. He was my son and my sun.” This past summer, Tory's mother Lesley Howe met her son's lung recipient, Mike Adams, and they will decorate side-by-side on Dec. 27.
- **Stephen Jokela, Jr.**, 29, Temecula, Calif. Stephen saved six lives as an organ donor. Stephen ran a printing company and, according to his father, professed his loyalty to Kodak by only using Kodak products. Nine members of the Jokela family will decorate on Dec. 26.
- **Richard LaRue**, 19, Bakersfield, Calif. Richard saved four lives as an organ donor and helped numerous others as a cornea and tissue donor. Richard's mother Kay, an active advocate for donation, will decorate the Kodak float on Dec. 4 to help others understand how donation has helped their family move on and celebrate Richard's gift of life and ongoing legacy.
- **Patricia Madera de Waldie**, 35, West Covina, Calif. Patricia saved three lives as an organ donor. In 2003, the Waldie and Madera families together spearheaded a golf tournament in Patricia's memory that raised \$75,000 for OneLegacy, Southern California's transplant donor network. Joe Madera and family members will decorate on Dec. 26, while Larry Waldie, Jr. will decorate on Dec. 27.

“It is a tremendous honor to have my son represented on the Kodak float,” says donor mother Kay LaRue. “I will take great care with every seed and flower I place on ‘Memory Lane.’”

The 116th Rose Parade, themed *Celebrate Family*, will launch on Saturday, Jan. 1, 2005 at 8 a.m. PST, featuring spirited marching bands from throughout the nation, majestic floral floats and high-stepping equestrian units.

#