



PRESS RELEASE
For Immediate Release

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South Carolina Teen Honored In Donate Life Rose Parade® Float For Giving “The Gift of Life”

Columbia, SC –November 21, 2011: Midlands teen Jesse Miller Gamble will be honored for giving the “gift of life” to seven organ recipients. **LifePoint**, along with **Donate Life South Carolina** will honor Jesse by representing him with a “floragraph”, an artistic floral portrait, on the Donate Life Rose Parade float. In 2008 at 19 years of age, Jesse Gamble of Lexington, passed away after being struck by a car while riding his bicycle home from work over the Blossom Street Bridge in Columbia, SC. Several years earlier while at the DMV obtaining his first driver’s license, Jesse decided that he wanted to give the *gift of life* by being an organ donor when he passed away. The Blossom Street Bridge bicycle entrance is now named “Jesse’s Way” in honor of Jesse.

The opportunity to commemorate Jesse’s gift is made possible by Bridge to Life, a Columbia based biotechnology company dedicated to advancing the science of organ procurement and preservation. “The Rose Parade, by itself, is an amazingly beautiful event, and a wonderful way to bring in the New Year. Honoring families of organ donors like Jesse’s makes it that much more special,” states Aaron Gilchrist, National Sales Director at Bridge to Life. “It’s also a perfect time to consider the resolution to register as an organ, tissue and eye donor, and end the wait for the scarce supply of much needed organs.”

This will be the **first time a Columbia resident** has been honored on the Donate Life Rose Parade Float and marks the fourth donor from South Carolina to receive this recognition. Jesse, along with 72 other donors, was **selected from across the country** to receive this honor. **Over 40 million television viewers** and countless parade spectators will bear witness to the kindness, lives and generosity of these donors.

“Jesse was such a wonderful and giving son. I’m so honored and humbled that his life is being celebrated in this way by Donate Life,” states Jesse’s mother Lynn Finley. “Jesse would be so proud, as I am of him, to know he helped seven other people by giving them the gift of life.”

The Donate Life Rose Parade float is Donate Life’s most moving campaign to inspire people to become organ, eye, and tissue donors. The parade is held prior to the 98th annual Rose Bowl Game between two of the top collegiate football teams in the nation. This year’s float is entitled



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"...*One More Day*", as a way to give the donor families one more day in remembrance and celebration of their loved ones. The design of this year's float is inspired by clocks and clock towers from around the world. Nancy A. Kay, President and CEO of LifePoint, says, "The float's design encourages us all to feel the preciousness of time. A donor's gift of life makes possible the years of memories and improved quality of life for which the recipients are so thankful."

Jesse's family and friends will finish decorating his florigraph at a special ceremony in West Columbia, SC at *Terra* restaurant. Jesse worked at *Terra* and had just left the night he was killed. Donate Life, LifePoint, Bridge to Life and Jesse's family welcome news media to the special decoration ceremony. This event will take place:

Tuesday, Dec 13th, 2011 at 11am
Terra Restaurant
100 State St, West Columbia, SC

For more information about this Rose Parade Florigraph Ceremony, to arrange an interview with Jesse's mother, or simply learn more about organ/tissue donation, contact Mark Johnson, Media Relations Coordinator for LifePoint at 1-800-462-0755 or by cell phone at 864-363-6305.

About LifePoint

LifePoint is the designated Organ Procurement Organization (OPO) for organ recovery services in South Carolina. LifePoint actively provides organ, tissue and ocular donor services to 62 hospitals throughout the state. LifePoint also helps support and educate families at an emotionally devastating time, so they can make well-informed decisions about organ and tissue donation.

About Donate Life South Carolina

Donate Life South Carolina is the statewide organization whose mission is to promote organ and tissue donation for transplantation and provide patient assistance for South Carolina transplant recipients. Donate Life South Carolina established and maintains the South Carolina Organ and Tissue Donor Registry.

About Bridge To Life

Bridge to Life, a biotechnology company based in South Carolina, is a supplier of organ preservation solutions and focused on the mission of improving transplantation. The company set up their commercial headquarters in Columbia, thanks in part to the collaborative efforts of the Department of Commerce and the SCLaunch! program. Further, Bridge to Life is very active in Donate Life national awareness campaigns. For more, please find us at www.bridgetolifesolutions.com.