



The Sunflower Fund  
Hope begins with you

## **MEDIA RELEASE**

*FOR IMMEDIATE RELEASE*

### **LEADING HOTEL MANAGEMENT GROUP – BON HOTELS LAUNCHES PARTNERSHIP WITH THE SUNFLOWER FUND**

[24 April 2019] BON Hotels is the brainchild of Guy Stehlik, built on the ethos of good people, good thinking and good feeling. BON Hotels has a rapidly expanding portfolio of 30 hotels across South Africa, Namibia, West Africa and Ethiopia.

The group is excited to announce a multi-tiered CSI partnership with The Sunflower Fund Registry for Africa.

The Sunflower Fund is a donor recruitment centre and stem cell registry that fights blood diseases like Leukaemia, Aplastic Anaemia and Sickle Cell disease - to name but a few by recruiting and maintaining a registry of donors committed to helping anyone in need of a life-saving stem cell transplant.

“Partnering with business is one of the ways in which we secure sustainable income streams to continue the work we’ve been doing for the past 19 years now and to reach new audiences to recruit onto our registry,” says Alana James, CEO of The Sunflower Fund.

“Our vision is to save lives by ensuring that more individuals make it to transplant, and ensuring we have the finance to subsidise the cost of the DNA tissue-typing test is vital to delivering on this vision” continued James.

“Nothing in life is more important than helping others. At BON Hotels we consider ourselves to be privileged and we strongly believe that privileged people owe it to themselves and those less privileged, to help wherever we can”, says Guy Stehlik.

The partnership between the two organisations will see The Sunflower Fund benefiting from guest donations on check out, incorporation into the BON Angels programme as well as support from the group for the Sunflower Day 2019 campaign.

The Sunflower Fund pays R3000 per DNA tissue-typing test for every donor they recruit. Individuals between the ages of 18-45 years with a Body Mass Index (BMI) of less than 40 and a consistent weight of more than 50kgs are eligible to register.

Support the fight against blood diseases and help save lives by registering as a donor. For more information visit [www.sunflowerfund.org](http://www.sunflowerfund.org) or call 0800 12 10 82 to register.

ENDS...

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**share. give. register**

0800 12 10 82

[www.sunflowerfund.org](http://www.sunflowerfund.org)



## **About The Sunflower Fund**

The Sunflower Fund is a donor recruitment centre and stem cell registry that is part of a global network, dedicated to creating awareness about blood diseases and stem cell donation, recruiting blood stem cell donors and maintaining a registry of committed donors.

The Sunflower Fund pays for the cost of the tissue-type testing. This is fundamental to saving the lives of South Africans who need a stem cell transplant. The chance of finding a matching donor is 1 in 100,000 – and as ethnic origin plays a significant role in the search for a donor, South Africa's rainbow nation is at a distinct disadvantage, requiring a large pool of prospective donors.

Should you wish to become a donor, support one of the fundraising projects or make a financial contribution, please contact The Sunflower Fund on toll-free number: 0800 12 10 82. Visit [www.sunflowerfund.org](http://www.sunflowerfund.org) to learn more or look out for the DONATE button to make a cash donation via the website.

## **About BON Hotels**

BON Hotels, a South African-based hospitality company that owns, manages and markets hotels throughout Africa, now operates 37 hotels across the African continent, including hotels in Ethiopia, Namibia, and South Africa. The West African arm, BON Hotels International West Africa, oversees the operations and management of 25 hotels across 14 cities in Nigeria.

Driven by their ethos of “Good people. Good thinking. Good feeling,” BON Hotels believes in creating loyalty among their guests, suppliers, hotel owners and stakeholders by bringing a relevant and fresh approach to every aspect of hotel management and operation. BON have developed a reputation for challenging the norm and raising the bar – all in the name of creating exceptional experiences.

Backed by a team of highly experienced, resourceful and inspired individuals, CEO and founder Guy Stehlik is committed to establishing and nurturing good relationships at all levels at each property – they are a team of good people, doing good things.

Developing “Africa by Africans” remains front and centre of their growth strategy and commitment to Africa.

Released on behalf of The Sunflower Fund by:

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