



The Sunflower Fund  
Hope begins with you

**MEDIA RELEASE  
FOR IMMEDIATE RELEASE**

**HEATHWAY CENTRE PARTNERS WITH THE SUNFLOWER FUND FOR STEM CELL DONOR DRIVE**

[15 May 2019] Blood makes up around 7% of the weight of a human body and is an incredibly important bodily fluid that transports oxygen and various nutrients to our body's cells.

Most people do not think about the function and importance of blood until something happens that causes them to need a blood transfusion or until they or someone close to them is diagnosed with a blood disease.

In the latter instance, sometimes the only hope of survival is a stem cell transplant, however finding a match is exceptionally challenging especially given the fact that there is only a 25% chance of finding a match with a family member. Finding a matched unrelated donor might be someone's only hope of survival and you might just be that match.

"One of our very critical goals is to ensure that South Africa has an ethnically diverse source of potential stem cell donors, who are committed to help save lives", says Kim Webster Head of Communications at The Sunflower Fund.

The Sunflower Fund will be collaborating with Heathway Centre Mall on Saturday 25 May 2019 from 10h00 to 13h00 for a blood stem cell donor drive at the mall. "Donor drives, such as this one are important for us to have the face to face opportunity to dispel some myths around stem cell donation, raise awareness and recruit donors", she continued.

"Through the recruitment of blood stem cell donors we provide the hope of cure to individuals diagnosed with Leukaemia and other blood disorders whose only hope of recovery is a stem cell transplant", she added.

"Make a decision today to be the hope for someone and join the stem cell donor drive", Webster continued.

There is no cost to become a donor. The only requirement is that you refrain from consuming any food or beverage including chewing gum or smoking for at least an hour before you come through to register.

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**share. give. register**

0800 12 10 82

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





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You can also help The Sunflower Fund with financial contributions to assist with the cost of the HLA tissue-typing test involved in the recruitment of donors. Visit [www.sunflowerfund.org](http://www.sunflowerfund.org) to make a quick and easy cash donation. For more information or to register please contact The Sunflower Fund on toll-free number: 0800 12 10 82.

### **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.

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