



The Sunflower Fund

Hope begins with you

## MEDIA RELEASE

*For immediate release*

### ENTER YOUR SCHOOL FOR SUNFLOWER DAY AND STAND A CHANCE TO WIN

[August 2019] The Sunflower Fund initiated their annual Sunflower Day campaign 16 years ago to get individuals involved in the fight against blood diseases. The campaign, which is anchored by the sale of the Tube of Hope (TOPE), a multi-purpose accessory, is aimed at raising funds for the recruitment of blood stem cell donors to give the hope of cure to patients diagnosed with life-threatening blood diseases like leukaemia who are in need of a life-saving stem cell transplant.

In support of the campaign, The Sunflower Fund is inviting schools across the country to enter the school's competition. The competition requires schools to get involved in celebrating Sunflower Day, and the top three winning schools will win a share of more than R30 000 worth of prizes which includes cash, vouchers and a trophy sponsored by Pick 'n Pay, Van Schaik Book stores, Woolf Trophies & Engravers, BIC and Living Maths to name a few.

To enter, schools need to sign up at <https://www.sunflowerfund.org/sunflowerday> and click on the schools competition tab.

The competition closes on Sunflower Day – 20 September. Submissions will be evaluated by an independent judging panel based on the following criteria: Number of topes bought in relation to number of learners at the school and 'Gees' displayed by school in their celebrations on the day.

For the past two years schools in Mpumalanga, Western Cape and KZN have taken the top honours and bagged the prizes.

The Sunflower Fund pays for the cost of the DNA test to register a donor, which costs R3100 per donor. All funds raised through the Sunflower Day campaign goes towards these costs.

TOPES are currently on sale, retailing for R30 at Pick 'n Pay stores nationwide, selected independent pharmacies and online at Zando (while stocks last).

The design is inspired by the coming together of various African cultures, bringing hope of finding their life-saving match to patients in need of a stem cell transplant. The TOPE comes in 6 vibrant colours each symbolising hope and depicting 'HopeTags'.

"Hope tags are a series of hash tags that will be used throughout the campaign as labels that unite and empower us rather than the divisive labels that society has become accustomed to," says Kim Webster Head of Communications at The Sunflower Fund.

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share. give. register

0800 12 10 82

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





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Hope begins with you

Get your favourite hope tag colour and make a statement in support of individuals with blood diseases.

What's your #HopeTag?

Blue – Confident

Pink – Courageous

Yellow – Optimistic

Purple – Selfless

Green – Strong

Orange – Brave

To partner with The Sunflower Fund as a host for a Sunflower Day celebration event, to make a donation or to set up an awareness talk and donor drive at your school, contact Traci Sassenberg on 021 701 0661 or [traci@sunflowerfund.org](mailto:traci@sunflowerfund.org).

For more information about The Sunflower Fund or to become a donor visit [www.sunflowerfund.org](http://www.sunflowerfund.org), contact 0800 12 10 82 or send a WhatsApp message to 074 715 0212.

ENDS...

### **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 the toll-free number: 0800 12 10 82 or via WhatsApp 074 715 0212. You can also 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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