



# The Sunflower Fund

Hope begins with you

## PRESS RELEASE BRIEF

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**Press Release Headline:**

Women's Day Charitea

**Press Release Copy:**

Getting ready for The Sunflower Fund Women's Day Charitea is Mary-Lynn Muruges of Sanlam, Nu Metro's Nonkululeko Khoza, Muhammad Suhail Arbee of Chateau Gateaux and The Sunflower Fund's Tanith King.

The Sunflower Fund Women's Day Charitea will be taking place on Saturday, 11<sup>th</sup> August 2018 at the Nu Metro Cinema, Pavilion from 8am to 11am. Get ready to sing along to the songs of ABBA in the sensational musical spectacular Mama Mia! Here we go again.

Tickets are only R200 per person and includes a cappuccino and tea or coffee on arrival, individual cakes courtesy of Chateau Gateaux, an exciting movie, a goodie bag per lady, enviable raffles and loads of awesome prize giveaways.

Funds raised from the event will enable The Sunflower Fund to create awareness and education about blood stem cell donation, recruit more blood stem cell donors, grow the patient support fund and maintain a registry of committed donors. This in turn means greater hope of life for patients who are diagnosed with life-threatening blood diseases and who are in need of a blood stem cell transplant from a matching unrelated donor.

For more event information, bookings or sponsorship of prizes and/or goodie bag items, contact Tanith King on [tanith@sunflowerfund.org.za](mailto:tanith@sunflowerfund.org.za) or 031 266 1148.

For more information on becoming a blood stem cell donor, please contact The Sunflower Fund's toll free number on 0800 12 10 82 or visit their website [www.sunflowerfund.org.za](http://www.sunflowerfund.org.za)

**Boiler Plate** (to include at the end of press release):

**About The Sunflower Fund:**

The Sunflower Fund, a South African Non-Profit Company (NPC), is dedicated to creating awareness, educating the public and recruiting blood stem cell 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.za](http://www.sunflowerfund.org.za) to learn more or look out for the DONATE button to make a cash donation via the website.

**Image Captions:**

Insert image caption to be sent for editing.