



The Sunflower Fund
Hope begins with you

MEDIA RELEASE

THE SUNFLOWER FUND'S SUNFLOWER DAY CAMPAIGN DRIVES SUSTAINABLE JOB CREATION FOR LOCAL SEAMSTRESSES

[August] Most South African's are familiar with The Sunflower Fund's Sunflower Day campaign as an awareness and fundraising initiative to recruit blood stem cell donors and give the hope of life to patients diagnosed with leukaemia and other blood diseases.

The untold story however, is that of the economic impact of the jobs created by the production of the 200 000 TOPES which are sold during the campaign period.

While Sunflower Day is commemorated on the third Friday of September, which falls on 21 September this year, the production of TOPES kick off almost a year before the campaign date. From exploring designs, to sampling fabrics and approving various print samples, the cut, make and trim (CMT) process commenced in June already.

Local manufacturer, Tony Petersen from PromoTee, has the responsibility of ensuring the campaign success by facilitating the manufacturing of the product on which the campaign is hinged.

The order is delivered by 22 seamstresses and support staff whose livelihood depend on securing projects of this nature to use their skills and sewing equipment as an income stream.

The ladies from areas such as Athlone, Delft and Bonteheuwel apply their trade with pride to ensure that The Sunflower Fund's TOPES are of a quality that is durable, as this multi-use accessory tends to be utilised for long after the campaign ends.

"We are proud to be associated with The Sunflower Fund and to make a contribution towards the fight against blood diseases," says Tony Petersen.

"I've had the privilege of enjoying a long history with The Sunflower Fund, and this campaign has opened up many doors with other corporates in South Africa that have a need for a similar product," Tony continued. "As such, we are able to provide sustainable employment opportunities to the women that sew for us," he concluded.

"Sunflower Day is an incredibly exciting campaign," says Alana James, CEO of The Sunflower Fund. "The campaign mobilises the support of individuals and corporates across South Africa to give the hope of life to patients in need of a blood stem cell transplant but as an added goodwill factor, it gives us the satisfaction of knowing we are actively contributing to the economy of South Africa and creating employment," James continued. "The product therefore lives up to its name a, TUBE OF HOPE" James ended.

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TOPES go on sale from 1 August and will retail for R30 from Pick 'n Pay stores, selected independent pharmacies, online at Zando or directly from The Sunflower Fund. For more information contact The Sunflower Fund on 0800 12 10 82 or visit www.sunflowerfund.org.za.

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