



The Sunflower Fund
Hope begins with you

MEDIA RELEASE

FOR IMMEDIATE RELEASE

THE SUNFLOWER FUND CALLING OUT THE HERO IN ALL OF US FOR SUNFLOWER DAY 2018

Bone Marrow Stem Cell Donation and Leukaemia Awareness Month is commemorated annually from 15 August to 15 October. With very little focus and fanfare around this very important topic, The Sunflower Fund is calling out the hero in all South Africans. The fight against leukaemia and other blood diseases is all about you, your family, friends, peers and the community. You can do something to make a difference to patients needing a blood stem cell transplant. The action is simple: Purchase your TOPE (Tube of Hope) and celebrate Sunflower Day.

A TOPE is an appealing, trendy and multi-purpose accessory which can be worn as a headband, mask, scarf, cap or arm band. TOPES will be available for R30 each at Pick n Pay stores across the country, selected independent pharmacies or online at Zando during August and September 2018. "We are very excited about this year's design, which comes in six vibrant colours, with an introduction of a grey option and inspired by a message of hope" says Alana James, CEO at The Sunflower Fund. "We hope to see everyone wearing their TOPE on Sunflower Day in support of our patients and survivors and to raise awareness about the very important and urgent topic of blood stem cell donation."

The theme of this year's campaign is '**There is a hero in all of us**'. The campaign aims to draw people out of slacktivism and get them mobilised and engaged around a simple action. Just choosing to do something for someone else and expecting nothing in return brings out the hero in all of us!

"To see our TOPES being worn with pride is not just an honour for us, but a salute to our survivors, our fighters and our memories of loved ones; it is a show of support, a statement of HOPE." James continued.

The Sunflower Fund will again be running their school's competition. "Youngsters across SA are able to play their part by helping us to raise funds and awareness about the need to recruit donors for stem cell donation" added James. "I love our Sunflower Day campaign; the social media engagement and the support from our partners, patients and communities is truly

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inspiring but most importantly, it also serves as a reminder to the nation of one of our very critical goals: to ensure that South Africa has an ethnically diverse source of potential blood stem cell donors, who are committed to help save lives”, she added.

Blood diseases are no respecter of age, gender or race and the patients impacted cover a broad age spectrum and all race groups. Funds raised will offer the hope of life to patients in need of a life-saving blood stem cell transplant. All monies raised goes towards recruiting donors to The Sunflower Fund’s blood stem cell registry. “We once again, aim to sell 200 000 TOPES and encourage both our loyal and new supporters to rally together and get on board to help us reach our goal,” James concluded.

You can further support the campaign, by downloading collateral for posters and social media from The Sunflower Fund’s website.

You can also help The Fund with financial contributions to assist the fundraising efforts for the tissue-typing test costs and the patient support fund. Visit www.sunflowerfund.org.za 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.za to learn more or look out for the DONATE button to make a cash donation via the website.

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