



The Sunflower Fund
Hope begins with you

MEDIA RELEASE

FOR IMMEDIATE RELEASE

AWARD-WINNING LOW-CARB HEALTH FOOD COMPANY – MOJOME LAUNCHES FUNDRAISING PARTNERSHIP WITH THE SUNFLOWER FUND

[18 February 2019] MojoMe Low-Carb Performance Nutrition is the brainchild of two women, passionate about the guilt-free yumminess of life and enabling others to reclaim their inner mojo as well as their (th)inner selves. Launched as a premium, healthy alternative food brand in 2013, MojoMe have been making low-carb lifestyles easy, delicious and convenient by developing a range of sugar-free premixes, cupboard essentials and single ingredient lifestyle supplements. The entire MojoMe range is nutrient-dense — full of good stuff and free from bad stuff, which means NO added sugar, artificial sweeteners, grains, gluten, starch flours, additives or preservatives, making the products perfect for families and anyone wanting to eliminate empty calories, toxins, refined and processed foods from their diet.

In 2018, MojoMe partnered with The Sunflower Fund for a Women's Day event, an initiative aimed at raising funds for the recruitment of blood stem cell (bone marrow) donors to give the hope of cure to individuals diagnosed with life-threatening blood diseases.

"During this event we got to learn more about the incredible work The Sunflower Fund does to literally save lives," said Julia Edwards, Chief Temptation Officer at MojoMe.

The Sunflower Fund is a donor recruitment centre and Stem cell registry that fights blood diseases like Leukaemia, Aplastic Anaemia and Sickle Cell disease - to name but a few by recruiting and maintaining a registry of donors committed to helping anyone in need of a life-saving stem cell transplant.

"Their call for individuals in good health, and committed to a healthy lifestyle to register as donors is something that resonates with the ethos we live by, eating should be a healthy pleasure adventure," Julia continued.

"Partnering with business is one of the ways in which we secure sustainable income streams to continue the work we've been doing for the past 18 years now," said Alana James, CEO of The Sunflower Fund.

"Our vision is to save lives by ensuring that more individuals make it to transplant, and generating the funds to subsidise the cost of the DNA tissue-typing test is vital to delivering on this vision" continued James.

"We are excited about the potential of this partnership knowing that it will not only financially support our cause but help raise awareness and ensure we reach a market of people committed to healthy lifestyles, who make awesome candidates to become stem cell donors," James concluded.

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Hope begins with you

The partnership between the two organisations will see The Sunflower Fund benefiting from a portion of the proceeds of the sales from two products - the O' Mega Crunch instant breakfast and the O' Mega munch instant smooth porridge. The products are easily identifiable with The Sunflower Fund's logo on the top left corner of the box.

Order for delivery direct to your door nationwide via MojoMe's online shop at <https://www.mojome.co.za/shop>.

The Sunflower Fund pays R3100 per DNA tissue-typing test for every donor they recruit. Individuals between the ages of 18-45 years with a Body Mass Index (BMI) of less than 40 and a consistent weight of more than 50kgs are eligible to register.

Support the fight against blood diseases and help save lives by registering as a donor. For more information visit www.sunflowerfund.org or call 0800 12 10 82 to register.

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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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