



The Sunflower Fund
Hope begins with you

MEDIA RELEASE

FOR IMMEDIATE RELEASE

[Durban – February 2019]

SUMMER LOVING AT ANNUAL SUNFLOWER LADIES BREAKFAST

As an ode to all things summer, the 13th Annual Sunflower Fund Ladies Breakfast will take place on Saturday, 2nd March 2019 at the idyllic Coastlands Musgrave Hotel, 315 Peter Mokaba Ridge, from 8.30am to 11am. Guests can expect yet another meaningful morning of fun, food and inspiration as this calendar event has become renowned for.

Tickets cost R320pp which includes a delicious hot breakfast buffet, decadent individual desserts by Chateau Gateaux, a B.O.N Natural Oils gift per lady, fabulous goodie bags, surprise treats and loads of fantastic prize give-aways. Guests can also look forward to exciting shopping stalls, an express pamper station as well as two incredible guest speakers. Ladies are encouraged to dress up in their favourite 'Summer and Sunflowers' inspired outfits and a prize will be awarded to the guest with the most creative necklace.

Chrystal Austin, CEIO (Chief Emotional Intelligence Practitioner) and Relationship Manager for Assessment Select and Growing People, will be imparting some valuable insight into the various personality types and Donor Recruitment Specialist for The Sunflower Fund KZN, Xolani Hlongwane, will be sharing his personal journey of tribulation and triumph.

Funds raised from the event will go toward recruiting blood stem cell donors, giving greater hope of life to 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.

Book now to avoid disappointment as tickets are limited. For bookings and / or sponsorship of prizes and / or goodie bag items, please contact Allison Ekstrand on 031 266 1148 or email allison@sunflowerfund.org.za. For more information on The Sunflower Fund or how to register as a blood stem cell donor, please visit www.sunflowerfund.org.za or call toll free 0800 12 10 82.

Photo Credit: Graham Carruthers Photography

The Sunflower Fund NPC, Reg. No: 2000/008979/08, VAT Reg. No. 4350236958
Non-Profit Organisation Reg. No.: 020-728-NPO
Public Benefit Organisation (section 18A) Reg. No : 130000158
In Terms of Section 18A(2) of the Income Tax, No. 58 of 1962

PO Box 31163 Tokai 7966 Cape Town, South Africa
Office 106B Richmond Centre, 174-206 Main Road, Plumstead, 7800
Telephone: 021 701 0661 • Fax: 021 701 6790 • e-mail: info@sunflowerfund.org.za

Regional offices: Johannesburg and Durban

Directors: J Sedgwick (Chairman), Dr M. du Toit, B. Jessop, Dr L. Mpuntsha,
Prof. R Ramesar, D. Walker **CEO:** Alana James

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“We have reached out to friends and family to come forward and register as donors,” Zelda says. “We know that there is no guarantee that they will be a match for Jody,” but there are many people out there who are eligible to register and one of them could be his life-saving match” she continued.

Individuals aged between 18-45 years with a weight of more than 50kgs, a BMI of less than 40 and who are in general good health could be eligible to register.

Stem cell donors are not only potentially able to assist patients with Aplastic Anaemia but other blood diseases such as Leukaemia, Sickle Cell disease and Thalassemia – just to name a few.

The Sunflower Fund is a donor recruitment centre and registry that is committed to saving the lives of individuals diagnosed with blood diseases by increasing the number of patients making it to transplant. They do this by actively recruiting donors to build an ethnically diverse registry of donors committed to helping anyone in need of a life-saving blood stem cell (bone marrow) transplant.

If you would like to help Jody or other patients like him, you can do the following:

- Visit The Sunflower Fund’s website www.sunflowerfund.org.za and read through the donor information to see if you are eligible to register.
- Contact them on 0800 12 10 82 to register telephonically.
- If you do not match the criteria mentioned above – consider making a donation to assist with sponsoring the cost of the DNA tissue-typing test, which costs The Sunflower Fund R3000 per donor that they recruit.
- If you belong to an organisation, sports group or have any ability to mobilise groups of people, invite The Sunflower Fund to come and do a donor drive at your organisation.

“Registering as a donor doesn’t cost you anything – except a voluntary donation if you are in a position to donate,” said Kim Webster Head of Communications at The Sunflower Fund. “Being a donor also involves no operation, anaesthetic or incisions and infact very little pain apart from the slight discomfort of a needle prick,” Webster continued.

“I would like to plead with everyone to register as blood stem cell donors and to donate blood and platelets,” added Jody. “My life and the life of other patients like me depends on it,” he continued. “It is easy to save a life and I would like to thank those who are willing and who are registered for giving me hope,” concluded Jody.

To find out more or to register, contact The Sunflower Fund on 0800 12 10 82 weekdays between 08h30 and 16h30 or on WhatsApp 074 715 0212.

ENDS...



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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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