



The Sunflower Fund  
Hope begins with you

## **MEDIA RELEASE**

*FOR IMMEDIATE RELEASE*

### **SWIM, CYCLE, PADDLE OR RUN FOR HOPE...**

The Sunflower Fund in KZN is appealing to all interested sportsmen and women who will be taking on the aQuelle Midmar Mile, Dusi Canoe Marathon, Comrades Marathon or Amashova Durban Classic Race in 2019, to consider championing their worthy cause by participating in their 2019 Miles4Hope fundraising and awareness campaign.

Sportsmen and women are deeply empathetic to the plight of those with life-threatening blood disorders as they appreciate the fact that they can enjoy outdoor sport. 'Leukaemia patients often spend weeks or months in isolation wards and sport is not an option for them,' says Allison Ekstrand, PR & Events Specialist for The Sunflower Fund DBN.

Miles4Hope participants are equipped with the tools to effectively assist them in approaching their personal and work databases to sponsor them financially per mile or kilometre covered with no contribution being too small. All 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.

Any person or club interested in joining the Miles4Hope 2019 campaign may contact Tanith King on 031 2661148 or email [tanith@sunflowerfund.org.za](mailto:tanith@sunflowerfund.org.za).

### **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.

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