



The Sunflower Fund

Hope begins with you

## **MEDIA RELEASE**

*FOR IMMEDIATE RELEASE*

### **GHANAIS URGED TO BECOME A STEM CELL DONORS AND HELP SAVE LIVES**

[17 April 2019] Every year individuals around the world are diagnosed with Leukaemia and other life-threatening blood diseases. For many, their only hope of cure is a life-saving blood stem cell transplant.

The Sunflower Fund in partnership with The Moore Foundation and the National Blood Service Ghana will be hosting a stem cell donor and blood drive on Saturday 27 April 2019 at the Astros Ghana Adjacent Special Ice Water Company, Dzorwulu from 09h00 to 16h00.

Individuals between the ages of 18-45 years with a BMI of less than 40 and a consistent weight of more than 50kgs are invited to register to become blood stem cell donors and give the hope of cure to patients diagnosed with blood diseases. The drive is to create awareness and education about blood diseases and to drive interest for people to register as blood stem cells donors.

Patients from all ages and races can find themselves in need of a transplant and in such an instance; they are looking for their genetic twin. The chances of finding this match is 1:100 000 and the best chance of a match is within your same ethnic background. There is only a 25% chance that a sibling will be a match. The remaining 75% chance depends on an unrelated matching donor being found.

“Most people don’t realise that it is painless to register as a donor, or that you only donate once in your life and that there are no major side effects of being a donor,” says Kim Webster Head of Communications at The Sunflower Fund.

A blood stem cell transplant as it is more commonly known today, is essentially a procedure where a person’s defective cells in their bone marrow is replaced by healthy ones from their donor. For the donor, it involves a fairly painless procedure that can take up to 6 hours, which is very similar to donating platelets and with no major side effects.

“If you are willing to consider helping anyone in need of a transplant for whom you might be a match, join us in person on 27 April,” added Patrick Moore, CEO and founder of The Moore Foundation.

To register takes less than 10 minutes. After completing a health screening, a DNA sample will be collected via a cheek swab. If you’re interested to register, please refrain from consuming any food and beverages for an hour before coming through to register.

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  
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

**share. give. register**

0800 12 10 82

[www.sunflowerfund.org](http://www.sunflowerfund.org)





The Sunflower Fund

Hope begins with you

To find out more visit [www.lifeandmoore.org](http://www.lifeandmoore.org) or call them on (233) 243 937 157.  
ENDS.

### **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](http://www.sunflowerfund.org.za) to learn more or look out for the DONATE button to make a cash donation via the website.

### **About The Moore Foundation**

The Moore Foundation is a non-profit organization focused on supporting and assisting children under 18 years who have been diagnosed with leukemia. We have been in existence since 2015 and have organized events in collaboration with some organizations to fight leukaemia in Ghana.

As part of our efforts to support and fight childhood leukemia, we organize events and activities to inform, educate and create awareness about the condition, also supporting the diagnosed children in the Paediatric Oncology Unit of the Korle Bu Teaching Hospital.

### **Released on behalf of The Sunflower Fund by:**

Traci Sassenberg

[traci@sunflowerfund.org.za](mailto:traci@sunflowerfund.org.za)

Tel: 021 701 0661

Cell: 083 303 9200

For more information or for interviews contact: Traci Sassenberg or Kim Webster on 021 701 0661.