



The Sunflower Fund
Hope begins with you

MEDIA RELEASE

For immediate release

WESTERN CAPE RACING CLUB RALLIES IN SUPPORT OF THE SUNFLOWER DAY CAMPAIGN TO SAVE LIVES

Every year, millions of individuals around the world are diagnosed with cancer. In 2018, just under 1.5 million new cases of blood cancer were recorded worldwide and according to a special report by Discovery Health released in 2018, cancer causes more deaths in South Africa than HIV/ Aids, TB and malaria combined.

“Blood diseases affect people from all walks of life,” said Kim Webster Head of Communications at The Sunflower Fund. “Not all blood diseases are hereditary, and a diagnosis can literally come out of nowhere during the prime of your life,” Webster added.

The Sunflower Fund initiated their annual Sunflower Day campaign 16 years ago to get individuals involved in the fight against blood diseases. The campaign, which is anchored by the sale of the Tube of Hope (TOPE), a multi-purpose accessory, is aimed at raising funds for the recruitment of blood stem cell donors to give the hope of cure to patients diagnosed with life-threatening blood diseases like leukaemia who are in need of a life-saving stem cell transplant.

“We are honoured this year to welcome the support of Formula Libre Western Province as a supporter of not only our Sunflower Day campaign, but of our work generally,” Webster continued.

This single-seater motor racing club will be assisting the organisation with raising awareness about stem cell donation, and the need for donors within the racing community on their future race days at Killarney International Raceway.

The club will also have their cars on display at The Square, Century City on 19 September at a public stem cell donor drive in association with Century City Hotel and Conference Centre. This will be an ideal opportunity for individuals to register as donors, find out about racing and have their photo taken in the driver’s seat of a racing vehicle for a small donation to The Sunflower Fund.

“We love the opportunity to use what we love as a hobby and sport to contribute something meaningful to society like helping to save lives,” says Sean Le Riche, Chairman of Formula Libre Western Cape.

“Our sport appeals to a broad age group of men and women from all walks of life, all of whom might be eligible to register as donors or assist with fundraising and donations” Le Riche added.

“Making our vehicles available and raising awareness on our upcoming race days are small ways that we can help fight blood diseases and save lives,” continued Le Riche. “We are also super proud that one of our drivers is featured in the advertisement for the Sunflower Day campaign,” Le Riche concluded.

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





The Sunflower Fund
Hope begins with you

To find out more about the club's activities visit their facebook page <https://www.facebook.com/formulalibre.capetown>

TOPES will be on sale from 1 August retailing for R30 at Pick 'n Pay stores nationwide, selected independent pharmacies and online at Zando (while stocks last).

The design is inspired by the coming together of various African cultures, bringing hope of finding their life-saving match to patients in need of a stem cell transplant. The TOPE comes in 6 vibrant colours each symbolising hope and depicting 'HopeTags'.

"Hope tags are a series of hash tags that will be used throughout the campaign as labels that unite and empower us rather than the divisive labels that society has become accustomed to," concluded Kim Webster.

Get your favourite hope tag colour and make a statement in support of individuals with blood diseases.

What's your #HopeTag?

Blue – Confident

Pink – Courageous

Yellow – Optimistic

Purple – Selfless

Green – Strong

Orange – Brave

To partner with The Sunflower Fund as a host for a Sunflower Day celebration event, to make a donation or to set up an awareness talk and donor drive at your organisation, contact Traci Sassenberg on 021 701 0661 or traci@sunflowerfund.org.

For more information about The Sunflower Fund or to become a donor visit www.sunflowerfund.org, contact 0800 12 10 82 or send a WhatsApp message to 074 715 0212.

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 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





The Sunflower Fund

Hope begins with you

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 the toll-free number: 0800 12 10 82 or via WhatsApp 074 715 0212. You can also visit www.sunflowerfund.org to learn more or look out for the DONATE button to make a cash donation via the website.

Released on behalf of The Sunflower Fund by:

Traci Sassenberg
traci@sunflowerfund.org
Tel: 021 701 0661
Cell: 083 303 9200

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