



The Sunflower Fund

Hope begins with you

MEDIA RELEASE

FOR IMMEDIATE RELEASE

TEAMS SET TO CONQUER THE WESTCLIFF STAIRS IN AN EPIC EVEREST CHALLENGE 2019

[Johannesburg, August] We are back at it again, challenging 13 teams to climb the equivalent height of Mount Everest in a gruelling 15 hours of stair climb challenge.

The moment of witnessing the famous quote of our late former president Nelson Mandela “It always seems impossible until it is done” will take place on Saturday, 24 August 2019 at the Westcliff stairs before sunrise at 07h00 till midnight. It will be a fun filled atmosphere with friends and families present to support their teams. Everest is inspired by the journey of stem cell transplant survivor – Ray Funnell who initiated the challenge on the Westcliff stairs after he successfully summited Mount Everest. The local event has also been the stepping stone for Saray Khumalo the first black South African woman to summit Mt Everest. Saray was one of the participants in the first event in 2013 and will be coming back to join Ray and fellow Transplant survivor – Massimo for this year’s challenge.

Teams would welcome support from the public as they challenge themselves for a good cause. In addition, they are also calling on public support for their fundraising efforts on behalf of The Sunflower Fund. To make a donation in support of any one of the teams, you can visit <https://www.givengain.com/c/sunflowerfund>.

Funds raised from the event will enable Sunflower fund to continue spreading hope and increase chances of finding their matching donor for patients in need of a life-saving stem cell transplant. Funds will also contribute to creating awareness and education about blood stem cell donation, recruit more potential donors, grow the patient support fund and maintain an ethnically diverse registry of committed donors.

For further information about the upcoming event, to support the teams with their crowdfunding efforts or sponsorship of donor drives, contact Adi Philips on 021 7010661 or email adi@sunflowerfund.org.

For more information about The Sunflower Fund please visit the website www.sunflowerfund.org, Or call toll free 0800 121 082.

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

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www.sunflowerfund.org





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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 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.

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