



The Sunflower Fund
Hope begins with you

MEDIA RELEASE

For immediate release

NEW YEAR'S RESOLUTION: BECOME A SYMBOL OF HOPE

[**January 2020**] Looking to raise the bar for yourself this year? Whether it's looking to break your personal best record or break in a new pair of trainers, join #Miles4Hope and use your personal challenge to raise funds for the fight against blood diseases like leukaemia, sickle cell disease and aplastic anaemia to name a few.

The Sunflower Fund encourages individuals who challenge themselves through their own adventures to make the next adventure, one for charity. Every stride, pedal, swim or run could help get more patients to transplant by funding the recruitment of stem cell donors. Your next adventure could help save a life.

Participating is simple: 1) Choose your sporting activity or event and register. 2) Visit www.givengain.com/cc/miles4hope and create a profile to start fundraising. 3) Share the link to your fundraising campaign with friends, family and your extended network and ask them to support you by making a donation.

Funds can be raised by getting people to sponsor you an amount per kilometre/metre that you cover in distance.

The Sunflower Fund is a donor recruitment centre and stem cell registry actively engaged creating education and awareness about blood diseases and recruiting donors who are committed to helping any patient in need of a transplant.

All funds raised for The Sunflower Fund, goes towards helping patients in need of a life-saving blood stem cell (bone marrow) transplant by funding the DNA tissue-typing test cost involved in recruiting blood stem cell donors as well as to grow our patient assistance programme to help patients who cannot afford the cost of transplant.

There are patients across the country currently in search of a match. These patients range from children as young as a few months old to adults in their 40's. It costs The Sunflower Fund R3000 per test to recruit a donor.

"Most individuals diagnosed with blood diseases often find themselves in isolation wards due to treatment and a weakened immune system or having to limit physical activity for risk of injury which might result in extensive blood loss," says Kim Webster Head of Communications for The Sunflower Fund. "We invite you to door your physical and outdoor activity as a salute to patients who cannot enjoy the privilege of being active and enjoying the outdoors," Webster continued.

Your New Year's venture could save a life. Choose to challenge yourself and do it for a cause.

Become a symbol of hope.



The Sunflower Fund

Hope begins with you

For more information about #Miles4Hope visit www.sunflowerfund.org or contact info@sunflowerfund.org.

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.

ISSUED BY: THE SUNFLOWER FUND

Media Contact: Cleo Kleinsmith

cleo@sunflowerfund.org

Tel: 021 701 0661 | 0800 12 10 82

Office 106B Richmond Centre, 174-206 Main Road, Plumstead, 7800

PO Box 31163, Tokai, 7966, Cape Town, South Africa



The Sunflower Fund

Hope begins with you