



The Sunflower Fund

Partnered by DKMSD

MEDIA RELEASE

For immediate release

13TH ANNUAL JADE SKY HIKE – THE ONLINE CHALLENGE...

[June 2020] Sunday 28th June 2020 has been earmarked as a day to stand in solidarity with those courageously fighting cancer and other life-threatening blood diseases by joining in the 13th Annual Jade Sky Memorial Hike, which for this year and the first time ever will be a cyber-based campaign. Event pioneers and organisers, Ian and Mandy Tyrer of Maritzburg Tutor Centre, in association with The Sunflower Fund, are excited to continue the momentum of this worthy event.

2020 is of special significance as Jade Preston would have marked her milestone 21st birthday on 17 June and The Sunflower Fund celebrates its 20th anniversary. The physical hike is held annually in memory of Jade Preston who passed away from leukaemia at the tender age of eight. The hike was initially held to raise funds in support of Jade's brave fight but it has since been held in her memory after she sadly succumbed to her illness. This commemorative walk aims to "celebrate life and to remember those who were challenged by cancer and to support those being challenged with cancer," says Mandy Tyrer.

The hike appeals to outdoor and hiking enthusiasts as well as families and individuals of all ages and fitness levels. As a result of the social gathering restrictions due to the COVID-19 virus, this year's event will take the form of an online challenge. Interested participants are encouraged to make a much-needed donation of R50 via EFT or bank deposit toward the event and email a photo of their personalized hike or walk to the organizer on Sunday 28th June who will then post their photo to the official Jade Sky Hike 2020 Facebook page as well as share them across The Sunflower Fund partnered by DKMS's social media pages. Supporters are challenged to create their own meaningful hike or walk near their homes - making it creative, adventurous, exciting, fun, challenging or funny.

Funds raised will be split between patients and families affected by cancer as well as The Sunflower Fund partnered by DKSM to help the organization create awareness about the need for blood stem cell donors, as well as recruit and maintain a registry of donors committed to helping anyone in need of a life-saving transplant. This in turn means greater hope of life to patients affected by blood diseases such as leukaemia.

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20Year
ANNIVERSARY

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For bookings or more information on the event, please contact Mandy Tyrer on 082 459 6095 or email mandytyrer@vodamail.co.za. For more information on The Sunflower Fund partnered by DKMS or how to become a blood stem cell donor, please visit www.sunflowerfund.org or call 0800 12 10 82.

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About The Sunflower Fund partnered by DKMS

The Sunflower Fund partnered by DKMS is a donor recruitment centre and stem cell registry for Africa and 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 partnered by DKMS pays for the cost of the tissue-type testing. This is fundamental to saving the lives of South Africans and patients globally 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.

About DKMS

DKMS is an international non-profit organisation dedicated to the fight against blood cancer. Founded in 1991 in Germany by Dr. Peter Harf, DKMS has expanded internationally in recent years by establishing entities in the US, Poland, the UK, Chile, together with BMST in India and in South Africa together with The Sunflower Fund partnered by DKMS. Together, they have registered more than 9.9 million potential blood stem cell donors and have given more than 84,000 patients across the globe a second chance at life by facilitating blood stem cell transplants.

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