MEDIA RELEASE
For immediate release

STRIDES OF SUPPORT FOR ANNUAL SUNFLOWER JADE SKY HIKE ONLINE CHALLENGE

Sunday 28th June 2020 marked a day to commemorate those courageously fighting cancer and other life-threatening blood diseases through the 13th Annual Jade Sky Memorial Hike, which for this year for the first time ever was a cyber-based campaign.

The 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. The event is driven by the Preston family and a passionate couple, Ian and Mandy Tyrer, of Maritzburg Tutor Centre. 2020 marked an especially significant event as Jade would have seen her milestone 21st birthday and The Sunflower Fund celebrates its 20th anniversary.

Supporters from around the country and across the globe including Belgium, Germany, the UK, Malawi and Belize made their mark by taking on a meaningful hike or walk near their homes - be it creative, adventurous, exciting, fun, challenging or funny. Participants made a much-need donation of R50 toward the worthy campaign and shared photos and videos of their own supportive initiatives across multiple social media platforms.

Funds raised were donated to selected patients and families affected by cancer as well as The Sunflower Fund partnered by DKMS 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.

20Year ANNIVERSARY

0800 12 10 82 | www.sunflowerfund.org

For more information on The Sunflower Fund or how to become a blood stem cell donor, please visit www.sunflowerfund.org or call toll free 0800 12 10 82.

| Ends|

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.

Released on behalf of The Sunflower Fund by:
Allison Ekstrand
allison@sunflowerfund.org
Tel: 031 266 1148