



The Sunflower Fund

Partnered by DKMS

MEDIA RELEASE

For immediate release

SUNFLOWER FUND TO HOST 'POWERED BY PURPOSE' ONLINE EVENT TO HELP FIGHT BLOOD DISORDERS

[November 2020] We all need a sense of purpose, we strive to achieve, to belong to something, to be accepted by our circle and to know what we do has meaning and impact. Spending time with people who motivate and inspire us, boost our confidence and who make us aware of our power – isn't this priceless?

At a time when isolation and social distance drives our environment, how about safe physical distance with powerful social connectedness? Spend your morning with The Sunflower Fund partnered by DKMS, an organisation which embodies Hope – along with international speakers who are motivational and inspiring leaders and a host that will bring magic to your journey.

"Covid-19 pandemic has propelled business and individuals into uncharted territory and during these uncertain times it is important to remember that each one of us still has purpose." says Alana James, CEO of The Sunflower Fund.

"Our 'Powered by Purpose' event will be presented by award-winning journalist Iman Rappetti and will feature incredible speakers who will be sharing their inspirational stories".

Speakers include Riaan Manser, global explorer and renowned international speaker and author, Richard Wright, global speaker, three times brain cancer survivor and best-selling author, Brett Archibald, inspirational speaker, entrepreneur and philanthropist, and Remy Kloos, high-altitude mountaineer, coach and sustainability specialist.

The programme for the day is divided into three thematic segments:

- Face the Future: Destined, Determined, Disciplined,
- Living on Purpose: It doesn't matter how you start, why you start or when you start. Just start! and
- Living Large: no fear, no inhibition, no complacency.

The Sunflower Fund will be hosting the webinar 'Powered by Purpose' in partnership with Pick n Pay as part of their Sunflower Day celebrations on 12 November 2020 at 11 am.

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ANNIVERSARY

0800 12 10 82 | www.sunflowerfund.org



Please see below for the full information on the event:

Date: 12 November 2020
Time: 11 am
Platform: The event will be live-streamed via Zoom to adhere to social distancing
Ticket Price: R99 - R150 (discounted price for Smart shoppers cardholders)
Booking Site: [Webtickets](#)

Funds raised from the event will go towards recruiting blood stem cell donors, giving hope of life to patients who are diagnosed with life-threatening blood disorders.

For more info please contact Traci Sassenberg on 021 7010661 or traci@sunflowerfund.org

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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 required to recruit a donor, including the cost of the tissue-type testing. This is fundamental to saving the lives of South Africans and patients globally who are in need of a stem cell transplant. The chance of finding a matching donor is more than 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 10 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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