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Media Release

Ring Ring! South Africa's Blood Supply Is Calling. Will You Answer?

Johannesburg, South Africa – Friday, 20 February - Ring Ring! South Africa's blood supply is calling and this is one call that can't be ignored. No spam. No robocall. Just a real opportunity to save lives.

Following the festive season, blood collections across the country have decreased, while the need for blood has remained constant and critical. In response, the South African National Blood Service (SANBS) has launched a national blood donation campaign, Answer the Call, urging South Africans to roll up their sleeves and help rebuild the nation's blood stocks.

Every day, lives across South Africa depend on the availability of blood. From accident victims and cancer patients to mothers facing childbirth complications, a steady blood supply is essential. Answer the Call campaign, officially launching on Wednesday, 11 February, comes at a time when national blood stock levels have fallen below optimal levels and focuses on strengthening reserves ahead of the Easter holiday period, so that when the call comes, hospitals can continue saving lives every day.

Answer the Call is more than a campaign, it's a moment we all recognise. That moment when a phone rings and you pause, wondering whether to answer. This time, it's worth picking up. Because that call could help save a loved one, a friend, or someone else's family member. Blood donation isn't something to postpone. A small act, done regularly, keeps the healthcare system moving when it matters most.

"While many South Africans were travelling, resting, and enjoying a break over the festive season, emergencies didn't take time off. Road accidents, medical procedures, and life-saving treatments all rely on a stable blood supply said Monique Schreiner, Senior Manager: Donor Relations, Answer the Call is about reminding South Africans that now is the moment to step up, especially as we approach another high-demand period like Easter."

Who Can Answer the Call?

SANBS encourages all eligible South Africans to donate blood. To qualify, donors must:

- Be 16 years or older (with parental consent if under 18)
- Weigh 50kg or more
- Be in good general health
- Lead a low-risk lifestyle

The donation process takes approximately 30 minutes, and one donation can save up to three lives - helping accident victims, cancer patients, surgical patients, and mothers experiencing childbirth complications.

What It Means to "Answer the Call"

Answering the call is simple:

- Donate blood at your nearest SANBS donor centre or blood drive
- Encourage friends, family, and colleagues including first-time donors to donate
- Donate regularly to help rebuild and maintain a reliable blood buffer

“Answering the call today helps ensure that patients continue to receive the blood they need tomorrow,” said Schreiner. “By donating today, South Africans can help support a stable blood supply through the Easter period and beyond.”

"When SANBS calls, it's never about us," said Schreiner. "It's about the lives waiting on the other end of the line."

SANBS thanks all donors, partners, and communities who continue to answer the call and give the gift of life.

Answer The Call. Give blood. Give hope.

Follow us on social media:

- YouTube: @OfficialSANBS
- X: @theSANBS
- Facebook: @SANBS
- Instagram: @thesanbs
- TikTok: @thesanbs

END.

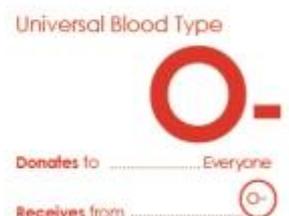
ABOUT SANBS

The South African National Blood Service (SANBS) is an independent non-profit organisation and a leader in blood transfusion. SANBS operates in eight of the nine provinces in South Africa (except for the Western Cape, which is serviced by the Western Cape Blood Service) and provides crucial support to countries in the SADC region.

The organisation prides itself on being the lifeblood of South Africa's healthcare system, providing over one million world-class blood products. This pedigree comes from world-class testing and collection protocols, ensuring that the transfused blood is always of the highest quality. SANBS operates a vast network of donation sites, including more than 70 fixed centres and over 100 mobile collection sites daily.

sanbs.org.za
Toll free 0800 11 9031

Board of Directors: Executives: V Reddy (CEO), T Kgage (CFO), K Van Den Berg (Medical Director) **Non-Executives:** T Mokgatla (Chairperson), F Burn, S Fakie, G Goolab, C Henry, S Kabane, G Leong, L Molefe, P Mthethwa, M Vaithilingum
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SANBS aims to collect 3,500 units of blood daily to ensure a safe and sufficient supply for South Africa's healthcare system. Regular donations are critical because a unit of blood only lasts 42 days. We encourage donors to commit to giving blood frequently, ensuring a continuous supply for those in need.

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Universal Blood Type



Donates to Everyone

Receives from 