**THE SOUTH AFRICAN NATIONAL BLOOD SERVICE LAUNCHES AN IMPORTANT SOCIAL AWARENESS CAMPAIGN**

**FOR IMMEDIATE RELEASE**

**Johannesburg –** The SANBS has launched a thought-provoking #NoStereotypes campaign aimed at raising awareness and sparking conversation around societal issues attached to discrimination based on stereotypes which further separate South Africans.

The campaign is anchored by a thought-provoking film, which highlights some of the many stereotypes that exist in the South African context using real life people who have experienced moments of being stereotyped in their lives. The film will be made public on digital platforms from 17 March 2021.

“The harmonious strand of a society is rooted in embracing differences while acknowledging the value in the uniqueness and diversity of people thriving through unity and for a bigger cause – like saving lives through blood donation,” said Ravi Reddy, SANBS CEO.

“Through this campaign, we intend on giving recognition to the millions of people who donate blood voluntarily to save lives. We are urging everyone to acknowledge the value of everyone’s contribution in saving lives and to further encourage people, to be a part of the saving lives movement,” Reddy concluded.

The late Ed Koch once said that “stereotypes lose their power when the world is found to be more complex than the stereotype would suggest. When we learn that individuals do not fit the group stereotype, then it begins to fall apart”.

One blood donation can save up to 3 lives and through the #NoStereotypes campaign, the South African National Blood Service hopes to promote blood donation and to demystify stereotypes that are currently breaking our society.

**ENDS**

**About the SANBS**

The South African National Blood Service (SANBS) is an independent non-profit organisation, and one of the leaders in the discipline of blood transfusion. SANBS operates in eight out of nine provinces in South Africa (with the exception of the Western Cape, which is serviced by the Western Cape Blood Service). It also provides crucial support to countries in the SADC region.

SANBS supplies over one million blood products annually and is rated among the top blood services in the world.  This pedigree comes, as a result of world-class testing and collection protocols which ensure that the blood which is transfused is always of top quality.

The blood is processed into its constituent components; red blood cells, plasma and platelets therefore in principle a single blood donation can save up to three lives.