

## **DONATE BLOOD THIS EASTER WEEKEND AND BEYOND**

### **FOR IMMEDIATE RELEASE**

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With Easter around the corner, the South African National Blood Service (SANBS) is calling on all eligible citizens through its new campaign #TheColourOfOurBlood, to come together in numbers to donate blood to help those in need this holiday season and beyond.

Currently, blood stocks are critically low at 2.7 days' cover, far less than the required 5 days' cover that is required to meet the country's needs. Demand for blood increases during holidays and blood collections slow down during this period because places such as schools, where SANBS collects the most blood are closed.

While donation sites will not be operating on Good Friday, most donation sites will open on Saturday and throughout the long weekend. SANBS urges everyone who is eligible to donate blood to spare 30 minutes of their time to give the gift of life and help stabilise blood stock levels by visiting their nearest donor sites or mobile blood drive.

"The recently launched campaign: #TheColourOfOurBlood, aims to embrace our diversity and our power together to save lives. The campaign message is centred around the colour of all blood being red, and that is a unifying factor, allowing everyone to contribute to saving lives by donating blood to those in need, especially during this busy Easter period." said Thandi Mosupye, SANBS Senior Manager: Marketing, Communication and Brand.

To be eligible to donate blood, one must be between the ages of 16 and 75, weigh more than 50kg and be in good health. If you meet these requirements, find your nearest donation site by contacting 0800 11 9031, visiting the SANBS website and/or reaching out and follow SANBS on its official social media platforms: Twitter (@theSANBS); Facebook (@SANBS) and Instagram (@thesanbs).

**Ends**

### **About the SANBS**

The South African National Blood Service (SANBS) is an independent non-profit organization, 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 Province Blood Transfusion 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.

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