

FOR IMMEDIATE RELEASE

Giving is in my blood - save three lives with one blood donation

Western Cape - 8 September 2023. The Western Cape Blood Service (WCBS) is appealing to the public to donate blood as the blood supply is under severe pressure. Over the past few weeks, WCBS struggled to maintain the required O blood group stock levels. These blood groups are still under the required 5-days supply, fluctuating between 2 and 3 days. “We are appealing to all donors to find their closest blood donation clinic to support the many patients who need blood”, says Marike Carli, Public Relations Manager at WCBS.

WCBS is excited to introduce its new campaign running between September and December, featuring the theme ‘GIVE’. September kicks off with ‘Giving is in my blood’. “We hope that this message will inspire everyone to donate blood and save lives, and in doing so, it would become part of their values, identity and, ultimately, their heritage”, Carli added. Each donor who successfully donates a unit of blood in September will receive a seedling pod. Donors can choose between tomatoes, green pepper, chilli and parsley seedling pods.

If you are between 16 and 75, weigh 50kg or more, are in good general health, and lead a safe sexual lifestyle, you should be able to donate. For more information or to find your closest blood donation clinic, please visit www.wcbs.org.za, download the WCBS App, or send a WhatsApp to 060 549 7244.

Do something remarkable, donate blood.

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