

For immediate release

Heroes Don't Get Cold Feet

Western Cape - 2 May 2024: The Western Cape Blood Service (WCBS) is thrilled to announce its winter trimester campaign, where we aim to encourage the public to embrace their inner hero by donating blood during the cold winter period. Despite the cold weather and school holidays, it is our blood donors who step up to save lives, just like true heroes.

For the month of May, our theme is “Heroes don’t get cold feet”. This is especially true of our blood donors as they brave the cold weather to willingly give their life-saving blood to patients who need blood. As a token of our appreciation each month, from May to August donors will receive a unique pair of our exclusive hero socks to keep them warm during the winter period. We anticipate a decline in blood stock over the winter period, as winter presents a unique set of challenges like cold weather, school holidays and the seasonal illnesses like colds and flu.

“The winter period comes with many hurdles; many people fight colds and flus, students go home to different cities for holidays, and the cold weather keep us inside. However, we encourage eligible donors to please help us maintain a 5-day blood stock supply within the Western Cape.” says Marike Carli, Public Relations Manager, Western Cape Blood Service.

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. Blood donation does not cause you any bodily harm - only 475ml of blood is taken, and this is replaced within 24 hours. Donors are advised to eat a substantial meal within three to four hours before visiting a clinic and to increase their fluid intake before, during, and after donation. Blood donation only takes 30 minutes of your time and you can donate blood every 56 days.

It is never too late to donate blood. Marike Carli also encourages donors who haven’t donated blood in a while to find their closest blood donation clinic and continue their life-saving journey.

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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