

For Immediate Release

## Give the Gift of Life: Western Cape Blood Service Pays Tribute to Blood Donors in June

**Western Cape - 3 June 2024:** As the world gears up to celebrate World Blood Donor Day (WBDD) on 14 June 2024, the Western Cape Blood Service (WCBS) proudly joins the global community in honouring voluntary blood donors throughout the month. The World Health Organization (WHO) has themed this year's WBDD as "Celebrating 20 years of giving: thank you blood donors," a testament to the commitment and generosity of blood donors who give selflessly. During this month, WCBS endeavours to raise awareness about the importance of voluntary blood donation and to highlight the local superheroes who save lives through the act of blood donation.



As we know, winter presents unique challenges to the blood supply, with cold weather and seasonal illnesses affecting donor turnout. However, our donors consistently rise to the occasion, embodying the true essence of heroes.

This June, under the theme "Be a Local Hero, Let's Celebrate National Blood Donor Month!" we invite individuals to embrace their inner hero and save lives. As a token of our appreciation, every donation during June will receive a unique pair of hero-inspired socks, symbolising the warmth and comfort donors provide to patients in need.

### Why Donate Blood?

- **Be a Lifesaver:** Your blood donation is vital for surgeries, accident victims, cancer patients, and others in need.
- **Quick and Easy:** Donation takes only 30 minutes and can be done every 56 days.
- **Safe and Healthy:** Donating blood is a safe process and your body quickly replenishes the donated blood volume.

Marike Carli, Public Relations Manager for WCBS, says, "As winter tightens its grip, maintaining our 5-day blood supply becomes challenging. Colds, flu, and the colder weather can impact donor turnout. We urge our community of blood donors to unleash the heroes within them as one donation can save up to three lives."

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Western Cape Blood Service NPC | Pr. No: 7800045 | Reg. No: 1943/016692/08

Directors: GRM Bellairs, NB du Toit, N Dhevcharran, A Huggett, CF Ingram, EC Johannes, VJ Louw, UD Mungal-Singh, DM Ndebele, M Moyo, PK Slack, PJC Veldhuizen (Chairman). Company Secretary: Themis Commercial Legal Advisors (Pty) Ltd

If you're between 16 and 75 years old, weigh 50kg or more, in good general health, and lead a safe lifestyle, you can donate blood. We encourage all donors who haven't donated recently to find their nearest blood donation clinic and continue their life-saving journey.

"Let's not only celebrate World Blood Donor Day on the 14<sup>th</sup>, let's celebrate our donors this June, as part of National Blood Donor Month. Thank you to each and every blood donor who selflessly gives to save others. We salute you, our local heroes," Carli added.

For more information or to find your closest blood donation clinic, visit: [www.wcbs.org.za](http://www.wcbs.org.za) or download the WCBS App, or send a WhatsApp message to 060 549 7244.

**Be a Local Hero, Let's Celebrate National Blood Donor Month!**

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**Distributed by the Western Cape Blood Service**  
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#### **About the Western Cape Blood Service (WCBS)**

WCBS is a non-profit regional health organisation, dedicated to collecting blood from voluntary blood donors, and providing the safest blood products and efficient service to the community, while operating at the highest professional and ethical standards and remaining a viable organisation.

WCBS work without prejudice to supply safe blood and blood products to all communities in the region, from Cape Town all the way up to George. It's our goal to deliver a world-class blood service in the Western Cape.

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