

For Immediate Release

Give one donation and save three lives this Red Saturday

Western Cape - November 2024. The Western Cape Blood Service (WCBS) together with the South African National Blood Service (SANBS) will host their 'Red Saturday' big bleed. This campaign aims to collectively achieve at least 5000 units of blood to help alleviate the added pressure on the blood supply over the busy festive period.

Red Saturday focuses on the ultimate Black Friday special. "By donating one unit of blood, you get to save up to three lives", says Michelle Vermeulen, Head of Marketing and Public Relations Department at WCBS. WCBS will be at twelve participating malls, in the hopes of collecting 1200 units of blood and aim to welcome at least 300 new donors within the Western Cape.

Join WCBS on Saturday, 30 November 2024, from 09:00 - 16:00 at any of the following twelve participating malls:

- Long Beach Mall - Noordhoek,
- Blue Route Mall - Tokai,
- Kenilworth Centre - Kenilworth,
- Vangate Mall - Athlone,
- N1 City Mall - Goodwood,
- Tyger Valley Shopping Centre - Bellville,
- CapeGate Shopping Centre - Brackenfell,
- Liberty Promenade - Mitchell's Plain,
- Table Bay Mall - Milnerton,
- Somerset Mall - Somerset West,
- Whale Coast Mall - Hermanus,
- and Langeberg Mall - Mossel Bay.

To find other national participating malls, please see [here](#).

"We are appealing to the public to join us on Red Saturday. There is no better special than being able to give one donation and saving up to three lives in doing so," Vermeulen added.

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.

Give one, save three. Do something remarkable. Donate blood.

Distributed by the Western Cape Blood Service
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