

For Immediate Release

Give One Donation and Save Three Lives.

Western Cape - 1 November 2024: This November, the Western Cape Blood Service (WCBS) is calling on new and current blood donors to donate blood with their, "Give One, Save Three Lives campaign." With this initiative, WCBS aims to encourage individuals to donate blood and help save three lives with a single act of giving.

"Give One, Save Three Lives" emphasises the power of a single blood donation to save multiple lives. Each unit of blood can be separated into three components: red blood cells, plasma, and platelets. These components are then used to treat a wide range of medical conditions, including trauma, cancer, and blood disorders. By donating just one unit of blood, individuals have the potential to positively impact the lives of three patients in need.

"We encourage all eligible donors to visit our blood donation centres and join us this month as we aim to save lives." We hope this campaign will inspire many to embrace the spirit of giving this season and be the hero in someone's story." said Michelle Vermeulen, Head of Marketing and Public Relations

Donors will receive a complimentary shopper bag as a gesture of gratitude for their commitment to saving lives.



Basic Donor Criteria:

- You have to be older than 16 and younger than 75.
- You have to weigh 50kg or more.
- You need to be in good general health.
- You have to live a safe sexual lifestyle.

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.

 www.wcbs.org.za  info@wcbs.org.za

George
Medical Centre, Courtenay Street
PO Box 65, George, 6530
T: 044 874 2074 / F: 044 874 6097

Paarl
26 Zandwyk Industrial Park, Old Paarl Road, Paarl, 7646
PO Box 422, Paarl, 7620
T: 021 871 1031 / F: 021 872 5945

Worcester
26 Napier Street, Worcester, 6850
PO Box 194, Worcester, 6849
T: 023 342 2450 / F: 023 342 7556

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

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

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.

Distributed by the Western Cape Blood Service
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