

For Immediate Release

Be the Type that Saves Lives - Donate Blood

Western Cape - 6 January 2024. As the new year begins, the Western Cape Blood Service extends its heartfelt gratitude to all blood donors for their remarkable contributions throughout 2024. Thanks to your generosity, an outstanding 148,664 of blood units were collected, and we welcomed 13,957 new donors. Every donation has made a profound impact on patients and their families.

A special thank you to everyone who donated blood during the December holidays. A busy period filled with festivities and personal commitments, yet donors took the time to donate blood.

“We are incredibly grateful to our donors for their unwavering commitment throughout 2024,” said Michelle Vermeulen, Head of Marketing and Public Relations at WCBS. “Your generosity made a lifesaving difference.”

Looking ahead to 2025, WCBS is excited to kick off the year with their campaign, ‘*Be Someone’s Type*’, focused on expanding the donor base. Instead of traditional New Year’s resolutions, WCBS encourages donors or those considering their first donation to set a meaningful intention for the year: making blood donation a priority and a theme for 2025.

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. Donating blood is safe and painless, with only 475ml drawn and 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.

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.

You are someone’s type; blood type, that is. Do something remarkable: donate blood.

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