

FOR IMMEDIATE RELEASE

Heroes don't get cold feet - they donate blood and save lives

Western Cape - 3 May 2023. During winter, blood stocks typically decline. The weather is not always conducive to going out, and blood donors suffer from colds and flu and can subsequently not donate blood - up until the resolution of symptoms. Therefore, the Western Cape Blood Service (WCBS) is appealing to all eligible donors to donate blood this winter and save up to 3 lives with 1 donation.

The WCBS will hero their blood donors in their new winter campaign. They are kicking off their winter sock campaign to help keep you warm and cosy during the upcoming months. Each donor who successfully donates a unit of blood in May, June, July and August will receive a pair of WCBS-branded socks. Each month a different hero-inspired sock design will be featured.

Over the past few weeks, the WCBS struggled to maintain O and B blood group stock levels. These blood groups are still under the required 5-days' supply, fluctuating between 2 and 3 days. "Heroes don't get cold feet; they step up and save lives. We are, appealing to all donors to find their closest blood donation clinic to support the many patients who need blood during this crucial period," says Marike Carli, Spokesperson of the WCBS. 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. Donors who suffer from colds and flu can only donate again once they are symptom-free.

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

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