

Support #SunflowerDay2019

A bunch of flowers is likely to brighten anyone's day. But when purchasing a bouquet of sunflowers from Pick n Pay, you won't only add a smile to the person receiving the beautiful flowers, you'll also give hope to those diagnosed with life-threatening blood diseases.



Source: pixabay.com

For every bunch of sunflowers purchased, Pick n Pay will donate R5 to the Sunflower Fund in association with Sunflower Day on Friday, 20 September. Celebrated annually, it is an initiative to raise funds and awareness, and rally support for individuals diagnosed with blood diseases like leukaemia.

Those wanting to support Sunflower Day can also buy a colourful TOPE, available in six colours, and show your support for the fight against blood diseases. The TOPE costs R30 and is available from Pick n Pay stores, selected independent pharmacies, or online at Zando.

One of the many ways The Sunflower Fund raises funds and awareness is through campaigns like Sunflower Day.

In 2018, Pick n Pay sold 120,000 TOPE bandanas during the Sunflower Day campaign, raising R3.5 million. This will be used to fight blood diseases like Leukaemia through the recruitment of stem cell donors.

“We’ve seen many success stories since 2003 when we first began supporting the initiative, but we need to critically diversify the number of donors to help save the lives of leukaemia and other blood disorder sufferers in South Africa. We can do this by supporting The Sunflower Fund so that they can continue to increase awareness for the hard work they do on a daily basis,” says Suzanne Ackerman-Berman, director of transformation for Pick n Pay.

For more information about The Sunflower Fund or to become a donor visit www.sunflowerfund.org, contact 0800 12 10 82 or send a WhatsApp message to 074 715 0212.

For more, visit: <https://www.bizcommunity.com>