



The Sunflower Fund

Hope begins with you

PRESS RELEASE BRIEF

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Press Release Headline:

Imagination inspired at Annual Gardener Breakfast

Press Release Copy:

Gardening enthusiasts gathered in excitement for the eagerly anticipated Annual Gardener Breakfast in support of The Sunflower Fund that took place on Thursday 21st June at the picturesque Chantecler Hotel in Botha's Hill. Proud financial sponsors MPACT Recycling and CC&A Insurance showed their mettle in backing this worthwhile initiative.

Guests were treated to tea and coffee on arrival, homemade muffins by the students of the South African Hospitality Institute, a hot breakfast buffet, generous goodie bags and special gifts courtesy of B.O.N Natural Oils. There were also three raffle package prizes on offer collectively valued at R15 000 and loads of other exciting prize giveaways.

Editor of The Gardener Magazine and TV personality, Tanya Visser, left guests riveted as she took them 'through the looking glass - grow your mind, grow your garden.' Audiences were privy to some of Tanya's amazing experiences from the Chelsea 2018 Flower Show. This year's emphasis was on embracing your childlike outlook where imagination trumps negativity. Beautiful and talented local designer and Sunflower Fund Ambassador, Karen Monk-Klijnstra, did a sterling job of compering the event.

Funds raised from the event will enable The Sunflower Fund to create awareness and education about blood stem cell donation, recruit more blood stem cell donors, grow the patient support fund and maintain a registry of committed donors. This in turn means greater

hope of life for patients who are diagnosed with life-threatening blood diseases and who are in need of a blood stem cell transplant from a matching unrelated donor.

A big thank you to Tanya Visser and The Gardener Magazine, MPACT Recycling, CC&A Insurance, B.O.N Natural Oils, Kloof Florist, Wired Media, the South African Hospitality Institute, Drive Control, valued guests and all associated prize and goodie bag sponsors as well as the staff and management of Chantecler Hotel for making the event possible.

For more information on The Sunflower Fund or how to register as a blood stem cell donor, please visit www.sunflowerfund.org.za or call toll free 0800 12 10 82.

Boiler Plate (to include at the end of press release):

About The Sunflower Fund:

The Sunflower Fund, a South African Non-Profit Company (NPC), is dedicated to creating awareness, educating the public and recruiting blood stem cell donors.

The Sunflower Fund pays for the cost of the tissue-type testing. This is fundamental to saving the lives of South Africans who need a stem cell transplant. The chance of finding a matching donor is 1 in 100,000 – and as ethnic origin plays a significant role in the search for a donor, South Africa’s rainbow nation is at a distinct disadvantage, requiring a large pool of prospective donors.

Should you wish to become a donor, support one of the fundraising projects or make a financial contribution, please contact The Sunflower Fund on toll-free number: 0800 12 10 82. Visit www.sunflowerfund.org.za to learn more or look out for the DONATE button to make a cash donation via the website.

Image Captions:

Insert image caption to be sent for editing.