South Africans support Be A Hero blood donation drive

The results are in from the October Be A Hero blood donation campaign run by Tiger Wheel & Tyre and the South African National Blood Service (SANBS). In total, 89 306 generous individuals stuck out their arms and gave of their blood for this worthiest of causes.

"Though we've been running this campaign with SANBS for many years now, every year we are humbled by the staggering number of people who are willing to roll up their sleeves and donate blood. They are heroes, each and every one of them, and it was our profound pleasure to offer each donor a voucher for free wheel balancing at any Tiger Wheel & Tyre store," says Joe du Plooy, marketing executive of Tiger Wheel & Tyre.

The nationwide campaign, which ran from 1-31 October 2012, is a vital part of the SANBS's annual efforts to shore up its blood supplies in advance of the high-demand festive season and with the fact that one pint of blood can save three lives the need to increase donations at this time is even more pressing. Donors were encouraged to donate blood at any one of the SANBS's countrywide fixed donor sites or at one of the many mobile donor sites whose whereabouts are updated regularly on the SANBS website.

Names of winners

These efforts were further bolstered by a booster blood drive weekend, hosted by Tiger Wheel & Tyre at the Signet Terrace Shopping Centre in Lenasia, Gauteng, on 27 and 28 October. True to form, this annual family fun day with free food, entertainment and give-aways drew an impressive crowd.

To encourage donation and reward heroic donors, Tiger Wheel & Tyre ran a competition where donors could SMS their donor number to stand a chance of winning a R5 000, R3 000 or R1 000 Tiger Wheel & Tyre gift card. Gillian Largardien of Port Elizabeth won first prize, with second prize going to Andrew Muirhead of Umhlanga and third prize to Cynthia Torlage of Durban.

"While this particular campaign is now over, the SANBS is always in need of your donation and especially at this time of

year. So if you didn't get a chance to do so in October please consider making the effort to do so now," concludes Du Plooy.

To donate blood locate your nearest Blood Donor Centre on www.sanbs.org.za.

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