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MEDIA RELEASE

SANBS launches "Be The Lifeline" campaign to honour 25 years of saving lives through blood donation this World Blood Donor Day

Johannesburg, 1 June 2026 - As the world prepares to commemorate World Blood Donor Day on 14 June, the South African National Blood Service (SANBS) is honouring the thousands of South Africans whose selfless blood donations continue to save lives every day.

Recognising June as a globally significant month for blood donor awareness, SANBS is proud to launch its bold new campaign, **"Be The Lifeline – Give Blood. Give A Tomorrow."** The campaign forms part of this year's World Blood Donor Day observance. It marks a dual milestone: celebrating 25 years of SANBS as a trusted lifeline for the nation, while paying tribute to the ordinary South Africans who have become extraordinary lifelines for patients and families across the country.

For SANBS, the campaign is a powerful reminder that behind every unit of blood donated is a future still unfolding.

From mothers safely holding their newborn babies for the first time, to accident victims receiving urgent emergency care, cancer patients continuing treatment, and children overcoming life-threatening illnesses, blood donors are the unseen force helping to protect countless tomorrows.

A tomorrow where a young adult learns to drive and experiences independence for the first time.

A tomorrow where a small business owner opens the doors to their first coffee shop.

A tomorrow where a child nervously walks into their first day of school.

Each moment made possible because someone chose to give blood.

sanbs.org.za
Toll free 0800 11 9031

Board of Directors: Executives: V Reddy (CEO), T Kgage (CFO), K Van Den Berg (Medical Director) **Non-Executives:** T Mokgaltha (Chairperson), F Burn, S Fakie, G Goolab, C Henry, S Kabane, G Leong, L Molefe, P Mthethwa, M Voithilingum

Company Secretary: A Manduna

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Universal Blood Type



Donates to Everyone

Receives from

According to SANBS CEO, Ravi Reddy, World Blood Donor Day serves as a powerful reminder of the impact of every donation.

"For 25 years, South Africans have consistently shown extraordinary generosity through blood donation. Every donor who walks through our doors becomes part of someone else's tomorrow," says Reddy. SANBS Reputation and Communication Manager, Sifiso Khoza, echoed this sentiment, highlighting the life-saving power of a single donation.

"World Blood Donor Day reminds us that behind every successful transfusion is a donor who chose to help someone they may never meet," says Khoza. "Blood donation is one of the most powerful acts of humanity because a single donation can save multiple lives."

This year's campaign places a strong emphasis on trust, gratitude and recognition, honouring long-standing donors who have supported SANBS over the years, while encouraging more South Africans - particularly younger generations - to become regular blood donors.

Through the "Be The Lifeline" campaign, SANBS will spotlight real stories of donors, recipients, and healthcare workers whose lives have been transformed through blood donation, reinforcing the deeply human impact behind every unit collected.

Reddy says the organisation's 25-year milestone extends beyond reflection, serving as a tribute to the millions of South Africans who have contributed to sustaining a reliable national blood supply. "We are deeply grateful to every donor who continues to choose compassion, kindness, and community through blood donation. Their contributions have helped SANBS remain a trusted lifeline for South Africans for the past 25 years," he says.

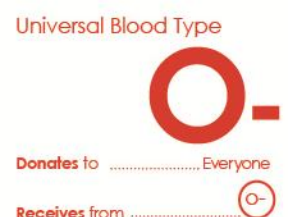
As part of World Blood Donor Day, SANBS is calling on all eligible South Africans to join this life-saving legacy by donating blood and helping secure millions of tomorrows for patients in need.

"Blood cannot be manufactured. It can only come from people willing to give a part of themselves to save another life," adds Khoza. "This World Blood Donor Day, we encourage South Africans to continue being the lifeline that so many patients depend on every day."

ENDS.

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ABOUT SANBS

The South African National Blood Service (SANBS) is an independent non-profit organisation and a leader in blood transfusion. SANBS operates in eight of the nine provinces in South Africa (excluding the Western Cape, which the Western Cape Blood Service serves) and provides crucial support to countries in the SADC region.

The organisation prides itself on being the lifeblood of South Africa's healthcare system, providing over one million world-class blood products annually. This pedigree comes from world-class testing and collection protocols, ensuring a safe supply for patients. SANBS operates a vast network of donor centres, including more than 60 fixed centres and over 100 mobile collection sites daily.

SANBS aims to collect 3,500 units of blood daily to ensure a safe and sufficient supply for South Africa's healthcare system. Regular donations are critical because a unit of blood lasts only 42 days. We encourage donors to commit to giving blood regularly, ensuring a continuous supply for those in need.

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