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Media Release

Celebrating Heritage, Honouring Heroes, Saving Lives

Johannesburg, 12 September 2025 – This Heritage Month, South Africans are reminded that our true legacy lies not only in the traditions we honour, but also in the lives we preserve. Under the theme “*Celebrating the lives of our heroes and heroines who laid down their lives for our freedom*,” the South African National Blood Service (SANBS) and Round Table Southern Africa (RTSA) are calling on all citizens to become modern-day heroes through the simple yet profound act of donating blood.

Every day in South Africa, someone urgently needs blood to survive — a mother in childbirth, a child battling cancer, or a victim of a car accident. Yet despite this daily demand, less than 1% of South Africans donate blood.

To shine a light on this life-saving act, SANBS and RTSA have launched *Bleed for Change* — a national blood drive initiative that will run from September 2025 until February 2026, officially kicking off on Wednesday, 24 September (Heritage Day).

Why “Bleed for Change”?

Blood cannot be manufactured — it can only come from another human being. This makes every donor an unsung hero. In the same way, Heritage Month calls on South Africans to celebrate their cultures and diverse traditions as part of one united nation. *Bleed for Change* honours the everyday heroes who give of themselves so that others may live.

Heritage Day, celebrated on 24 September, is about embracing our culture, beliefs, and traditions in the spirit of a nation that belongs to all its people.

“Donating blood is one of the simplest yet most powerful acts of humanity. *Bleed for Change* is about showing South Africans that you don’t need to be rich or famous to save a life — you just need to be willing,” says Sifiso Khoza, Reputation and Communication Manager at SANBS.

“As Round Table Southern Africa, our mission has always been about service, community, and impactful change. Through *Bleed for Change*, we want to demonstrate that young South Africans have the power to make a life-saving difference. Blood donation is not just a medical act; it’s a legacy of kindness and Ubuntu that strengthens our communities,” says Riaan Greyling, Branding Manager at Round Table Southern Africa.

A Call to Action

Whether you’re a donor, a recipient, or someone who simply wants to make a difference, *Bleed for Change* is a call to action that links the spirit of Heritage Month with the act of saving lives.

Let your legacy be life itself. Donate blood. Save lives. Be the hero South Africa needs. One unit of blood can save up to three lives — three families, three futures, three stories continued, all because of one simple act.

Be a hero. Give blood. Give hope.

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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 out of nine provinces in South Africa (except for the Western Cape, which the Western Cape Blood Service services) 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. This pedigree comes from world-class testing and collection protocols, ensuring that the transfused blood is always of the highest quality. SANBS operates a vast network of donor centres, including over 70 fixed centres and over 100 mobile collection sites daily.

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