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Celebrate the Gift of Life this Easter with #EasterFamilyBloodBond

This Easter, the South African National Blood Service (SANBS) invites families across the country to come together and make a life-changing difference. Through our **#EasterFamilyBloodBond** campaign, we're encouraging families to donate blood side by side—turning a simple act into a powerful expression of love, unity, and compassion.

The Easter holiday is a time of connection and reflection, and what better way to honour that than by giving the gift of life together? Whether you're a first-time or a regular donor, your donation could help someone spend another Easter with their loved ones.

Here's how you can join the movement:

- Donate as a family: Visit your nearest SANBS donor site and donate blood together.
- Share your moment: Capture your family's donation experience and tag SANBS on social media using #EasterFamilyBloodBond.
- Be featured: Your photo could be included in a special "Thank You" collage at the end of the Easter season—a heartfelt tribute to every family who gave the gift of life.

"We wanted to create a campaign that not only saves lives but also brings people closer together," says **Thandi Mosupye**, Senior Manager: Marketing, Communication and Branding at SANBS.

"#EasterFamilyBloodBond is about making donation a shared, meaningful experience—one that families will remember, and others will be inspired by."

We will also be sharing real stories from families who have donated together, celebrating their impact and the lives they have helped save. These moments remind us that behind every drop, there is a story of hope.

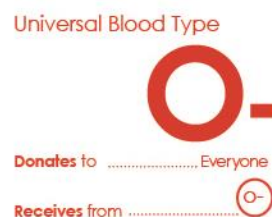
This Easter, start a new family tradition. Donate blood. Share the love. Build a legacy of giving.

For more details and to join the movement, visit **www.sanbs.org.za** or contact **0800 119 031** to find the nearest blood donation centre. Stay connected with SANBS on social media:

- X (@theSANBS)
- Facebook (@SANBS)
- Instagram (@thesanbs)
- TikTok (@thesanbs)

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 Mokgalitha (Chairperson), F Burn, S Fakie, G Goolab, C Henry, S Kabane, G Leong, L Molefe, P Mthethwa, M Vaithilingum
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Universal Blood Type



Donates to Everyone

Receives from 