

**For Immediate Release**

**Give the greatest gift this festive season - donate blood**

**Western Cape - 20 December 2023.** The Western Cape Blood Service (WCBS) is appealing to all blood donors to continue donating blood during the festive season. “By donating blood, you are giving the greatest gift. You save up to three lives with one donation”, says Marike Carli, Public Relations Manager at WCBS.

Blood stock levels in the Western Cape tend to decline during the festive season. One reason could be that regular blood donors go on holiday and perhaps do not attend their blood donation clinic. In order to supply the Western Cape with sufficient blood and blood products, WCBS needs to maintain a blood stock level of 5 days. WCBS seen a decline in the O negative blood group and are therefore appealing to the public to donate blood.

Blood is transfused every day in hospitals to patients in need. It is not only used for trauma, but also scheduled operations, during childbirth and for patients suffering from a variety of illnesses. Blood donation only takes 30 minutes of your time and you can donate every 56 days. If you are between 16 and 75, weigh 50kg or more, are in good general health, and lead a safe sexual lifestyle, you should be able to donate.

For more information or to find your closest blood donation clinic, please visit [www.wcbs.org.za](http://www.wcbs.org.za), download the WCBS App, or send a WhatsApp to 060 549 7244.

Give the greatest gift. Donate blood.

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**Distributed by the Western Cape Blood Service**  
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