

Tiger Wheel & Tyre challenges South Africans to donate blood

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It's that time of the year again, when Tiger Wheel & Tyre and the South African National Blood Service (SANBS) offer ordinary South Africans the chance to do something extraordinary: to donate blood and in the process make a difference.

The national September Blood Drive runs from 1 to 30 September 2013 and if you're between the ages of 16 and 65, weigh more than 50kgs, lead a sexually safe lifestyle and are generally healthy, then you are eligible to donate blood at any of the SANBS donor centres, countrywide.

This year the Western Province Blood Transfusion Service (WPBTS) is also joining this drive to ensure that there is always safe and sufficient blood supply for patients in need of a blood transfusion.

To thank you for making a difference, each donor donating blood in this period at participating SANBS or WPBTS centres during the September Blood Drive will get a voucher for free wheel balancing that can be redeemed at any Tiger Wheel & Tyre store before 12 October 2013.

That's not all though. After donating if you SMS the word TIGER and your blood unit number to 32715, you'll also stand a chance to win one of three Tiger Wheel & Tyre gift cards, valued at R5000, R3000 and R1000 for first, second and third place.

"The SANBS tagline for the September Blood Drive really sums up the essence of this campaign: 'Don't let life get in the way of life.' Yet we all do exactly that. We get so busy with family, work and other commitments that our best intentions fall by the wayside. We ask that you take a minute and think about the implications of donating blood. Consider how this simple act of kindness can make a life or death difference for somebody in need and in doing so it becomes an act of heroism," says Joe du Plooy, group marketing executive of TiAuto.

To find out more about the September Blood Drive, visit Tiger Wheel & Tyre's website at www.twt.to and for a list of participating donor centres visit the SANBS website at www.sanbs.org.za and the WPBTS website at www.wpblood.org.za.

Last year, 89,306 heroes made an effort to not let life get in the way of life and participated in this blood drive. Will you be among them this year?

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