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Advertorial

fia
Lov/velc

(Front) Mss Monja Boshoff, Karen Engelbrecht (FIA Lowveld vice-chairperson) and Natasha Johnson, (back) Ms Norma Stapelberg, Mr Oioff Badenhorst, Mr John
Johnson, Ms Wilma van Schalkwyk.

BT Industrial: Ms Casey Schaeffer (FIA assistant) Mr Bruce and Ms Kathy Finkelstein. Mr Danie Botes, Mr Jaco Steyn, Mr Louie Amorim (FIA Lowveld),
Mr Jaco Wheeler, Mss Koekie and Karen Pretorius.

Tyre Breakdown
Services: (Front)
Ms Courtney Swart
FIA assistant),
Mr Dewald and
Ms Glen Laubscher,
Mr Stefan Meyer,
Ms Casey Schaeffer
(FIA assistant),
(back) Mr Johan
Mouton, Ms Erica
Prinsloo, Ms Maria
' ' r and Mr Carel van der
mC Merwe, Mr Thinus
and Ms Rene
Prinsloo.

FIA launches a big blood donation drive

Surika van Schalkwyk

The FIA (Financial Intermediaries Association)
launched its first blood donation drive shortly before
the Easter weekend on March 30 at the Sonpark
Blood Donor Centre.
The FIA is a widely recognised professional trade
association which exists to provide appropriate
representation and services to members.
During the event a record amount of 59 community
members lined up to
donate blood, in
comparison with an
average of five
people per day who
normally donate
blood.
The drive was the
brain child of one of
FIA's Lowveld
previous
chairperson, Mr John
Craven. According
to Ms Karen

Engelbrecht, FIA
Lowveld vice-
chairperson, the
participation of local
businesses was
phenomenal.
Engelbrecht said that the company decided to
launch the drive in anticipation of the Easter
weekend where the blood bank usually experience
a severe blood shortage.
"During Easter weekend there are normally
numerous car accidents," said Ms Whanita Parkes.
public relations practitioner at the South African
National Blood Service's Nelspruit branch.
Parkes says more community members also suffer
from flu during the beginning of winter or are away
on school holiday during this time and thus cannof
donate blood.
"On top of that we have the usual cases such as
blood platelets needed for cancer
patients and burn victims and blood
transfusions needed during the
performance of surgical
bypasses," said Parkes.
Engelbrecht said that a vibe of
excitement and enthusiasm filled
the air as people kept on
streaming in to donate blood
during this initiative.
"Everybody knew that they
were doing something

(Front) Mr Hannes Weideman, Mr Jaco Coetzer and
Mr Willie du Plooy, (back) Ms Elaine de Beer, Ms Lynne Nezar, Ms Karen Engelbrecht (FIA Lowveld vice-
chairperson).

FIA plans to spread the campaign over two days
next year and involve donation centres located in
surrounding areas such as Lydenburg, Sabie and
Malalane.
"Businesses in these areas will be notified so that
they too can participate in the campaign," said
Engelbrecht.
The company's vision is that the drive will grow from
strength to strength so that the whole community
realise the importance of blood donation and
participate in our
Easter Blood
Donation Drive.
Chairman of FIA
Lowveld, Mr Louie
Amorim, had an
accident twelve
years ago where a
blood transfusion
saved his life.
"One does not
realise the
importance of
donating blood if
your life does not
depend on it.
Amorin said by
taking a few minutes
to donate blood you
can save a life, like

FIA team: Ms Courtney Swart, Ms Pippa Schaeffer, Mr Louie Amorim, Ms Casey Schaeffer, Ms Karen Engelbrecht, Ms Stacey Amorim.

his life was saved.
"We appreciate the help from the FIA and challenge
other businesses to take part in this blood donation
initiative," said Parkes.
According to her the blood bank is willing to bring
their mobile blood donation clinic to any business
where ten or more people are willing to make a
donation.

"We challenge all businesses to take part in the
blood donation drive. Everyone has the respon-
sibility to give back to the local community," said
Engelbrecht.
Enquiries: Ms Karen Engelbrecht of FIA on
082-907-4597 or Ms Whanita Parkes of the blood
bank on 013-745-7386 or 082-419-1158.
• The FIA requires adherence to a code of conduct
governing the behaviour and relationships
of its members with consumers, product
suppliers and each other.

Ms Tarryn Finkelstein (Tarryn
Finkelstein Photographic & Design
Studio), Ms Pippa Schaeffer (FIA
member) and Ms Desiree van Niekerk Schaeffer (FIA assistant). (The Body Zone).

Ms Emmerentia Lottering and
Ms Judith van Zyl from Altech
Netstar and Ms Casey

l •!
Ms Whanita Parkes (public relations practitioner from SANBS),
Ms Hannetjie Ceronio (head of collections) and Ms Karen Engelbrecht (vice-chairperson of FIA Lowveld) and Mr Louie Amorim (chairperson of FIA Lowveld).

Financial Intermediaries Association

of Southern Africa SANBS

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