

NEWS RELEASE

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Kumba Iron Ore sows Seeds of Hope

Kumba Iron Ore (Kumba), a business unit of global miner Anglo America, has announced that it is investing R3.5 million in The Sunflower Fund's drive to expand the South African Bone Marrow Registry (SABMR) to improve the chances of patients with leukaemia and other life-threatening blood disorders of finding matching donors for bone marrow stem cell transplants.

Announcing the investment on 12 October, National Bandana Day, Yvonne Mfolo, Kumba's Executive Head of Public Affairs, said that the company is not only looking to advance the life-saving work The Sunflower Fund is doing by providing financial support, but will also encourage its thousands of staff members to register as potential donors. "When we evaluate a cause such as this for support, it is important to us that our own staff can get personally involved as well."

The company does most of its community and social investment in the communities around its mines in the Northern Cape and Limpopo. It has spent R134 million in 2010 in this way and has budgeted another R188 million for 2011, of which the support to The Sunflower Fund forms part.

The investment will go towards assisting The Sunflower Fund to create more public awareness and recruit more donors to continue increasing the South African Bone Marrow Registry (SABMR). Said Tina Botha, Chief Executive of The Sunflower Fund, "It is so important for all South Africans to take responsibility and become donors if they can and contribute towards building the SABMR to be representative of all ethnic groups. This is important to each and everyone one of us, as we never know when one of our children or loved ones may need a bone marrow transplant – and should that happen, we would all like to know there may be a matching donor to help save their life."

"I am so grateful to Kumba for recognising the importance of this national asset and for coming on board as partners to assist us. Without the help of companies such as Kumba, The Sunflower Fund would not be able to assist future generations of patients suffering from leukaemia and other life-threatening blood disorders via the SABMR."

The Sunflower Fund was recently invited to participate and create awareness for National Bandana Day at the Maloof Money Cup world skateboarding championships, held in Kimberley. Kumba is partnering the Northern Cape Government in this initiative to promote the province as an extreme sport destination.

"It was amazing to see all the skateboarders and public supporting us by wearing their bandanas and creating a sea of colour on the stands surrounding the skate park", said Tarryn Corlett-Boden, National PR Manager of The Sunflower Fund.





The Sunflower Fund is looking forward to the future in partnership with Kumba Iron Ore and we would like to thank all their staff for participating in the donor drive on National Bandana Day at the company's corporate offices in Pretoria, she said. If you would like more information on becoming a bone marrow stem cell donor contact the Fund on 0800 12 10 82 or visit www.sunflowerfund.org.za

For further information, please contact:

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The Sunflower Fund
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