

## MEDIA RELEASE

31<sup>st</sup> May 2023

The Islamic Medical Association of South Africa (IMASA), Durban Branch, approached the Ahmed Al Kadi Private Hospital (AAK) to join forces this Blood Donor Month and host a mass public blood drive.

The AAK's Resident Specialist Clinical Haematologist, Dr Zeenat Moorad, completely supports this initiative, "People don't realise how important the simplest act of donating blood is. Donated blood is used to replace blood loss from trauma, surgeries, and even child birth. Furthermore, both adults and children with haematological disorders such as leukaemia, thalassaemia, aplastic anaemia as well as patients undergoing stem cell transplantation are reliant on the donation of blood products as part of their treatment. It is a selfless act that has the biggest impact."

The Islamic Medical Association of South Africa has started this initiative with the Durban Branch and hopes to make this a national effort with a blood drive in Gauteng and Western Cape planned in the near future. IMASA has a presence in all major cities Durban, Gauteng, Pretoria, and Cape Town as well as bigger towns like Ladysmith, Gerbera, Klerksdorp etc

"We further encourage all other organizations to join us in this great initiative," said Dr Shakira Cassim, Specialist Paediatrician and vice president of the IMA of South Africa.

"As a private hospital, we fully understand the importance of having a constant blood supply. The need for blood and blood products can escalate in the blink of an eye. We therefore committed our venue and team to partner in this initiative without delay. In addition, we thought let's take it up a notch and offer a complete public health day with various screenings, exhibitors, and a short program of apt talks by our specialist team Dr Farhana Paruk, Sr Prabha Lakshman and Dr Zeenat Moorad.

We invite all members of the public to join us at the **AAK Hospital on Saturday, 3rd June 2023 between 9am and 4pm** for the Blood Drive, screenings and exhibition. The talks are between 10am and 12pm only," Ebrahim Asmal, CEO of the AAK Hospital, concluded.

**Thank you**

**Dr M.I. Moosa – President**

**Dr Shakira Cassim – Vice President**

**Islamic Medical Association of South Africa**

**Jointly issued by the Ahmed Al Kadi Private Hospital and the Islamic Medical Association of South Africa.**

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