

KEY MESSAGES:

- **Primary Message:**
 - Every 27 minutes, someone in Australia is diagnosed with blood cancer. For many, their only hope for survival is finding a blood stem cell donor.
- **Supporting Messages:**
 - *A stem cell transplant involves replacing a patient's damaged blood cancer cells with healthy stem cells from a donor.*
 - *Finding a stem cell donor is difficult because the match must be very close, more than just blood type. It involves matching special markers in your DNA, which means the right donor could be one in thousands, or even millions. That's why every new person who joins the registry gives patients a better chance of finding their life-saving match.*
 - *The donation process is similar to a long blood donation or plasma donation.*
 - ***If you're aged 18-35, it's easier than you think to donate stem cells. A few hours of your time can give a lifetime to someone else. All it takes is a simple cheek swab to join the registry.***
 - *Joining the stem cell registry can save a life.*
- **Call to Action:**
 - If you're aged between 18-35, consider **registering as a stem cell donor online at stemcelldonors.org.au.**

FACTS & STATS:

- Only 0.3% of the eligible Australian population (18-35 y.o.) are registered as donors.
- Blood cancer is among the most commonly diagnosed cancers in Australia today.
- Every 27 minutes, someone in Australia is diagnosed with blood cancer. For many, their only hope for survival is finding a blood stem cell donor.
- We especially need young men to join. Studies show a patient's chances of survival decrease by 3% for every decade of donor age. Male donors are especially preferred by clinicians because their naturally larger bodies create more stem cells.
- Around 80% of donations for Australian patients currently come from overseas, highlighting the urgent need for more Australian donors of all ethnicities.

SOCIAL MEDIA:

- Instagram: [@stemcelldonorsau](https://www.instagram.com/stemcelldonorsau)
- Facebook: [@stemcelldonorsau](https://www.facebook.com/stemcelldonorsau)
- LinkedIn: [Stem Cell Donors Australia](https://www.linkedin.com/company/stem-cell-donors-australia)
- Tiktok: [@stemcelldonorsau](https://www.tiktok.com/@stemcelldonorsau)