



PRESS RELEASE

26th October 2012

BLOOD CANCER SURVIVOR RIK BASRA REGISTERS 150% INCREASE IN ASIAN BONE MARROW DONORS – BUT PLEDGES TO DO MORE

Blood cancer survivor Rik Basra has helped add 3,145 Asian donors to the Anthony Nolan bone marrow register over the last 12 months, up from 1,249 the previous year. Now the Leicestershire policeman has pledged to support blood cancer charity Anthony Nolan even further, by helping them to recruit 3,000 Indian donors.

Rik and his wife Kas will start by recruiting Indians aged 16-30 at Leicester Diwali events on 4th and 13th November 2012. They're encouraging anyone who can't attend the events in person to sign up online at www.anthonynolan.org.

The Basras have supported Anthony Nolan since the charity found Rik a matching bone marrow donor last autumn, following the news that his leukaemia had returned. Doctors had told Rik that a bone marrow transplant was his last chance of survival.

Rik, whose successful transplant took place on Christmas Eve last year, says, "Medical advances make registering and donating stem cells so very simple, someone taking just a few moments out from your day and registering can really mean the difference between life and death to someone in desperate need, please help if you can"

Ann O'Leary, Head of Register Development for Anthony Nolan, adds, "The impact that Rik and Kas have had on the numbers of Asian people joining the register has been absolutely phenomenal – not only have we seen a 150% increase year on year but Asian people now account for 4.8% of donors on our register, up from 4% last year.

"Blood cancer patients from an Asian background only have a 40% chance of finding a matching bone marrow donor on our register, but we know that we can improve this by



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recruiting more Asian donors – it's that simple. Everything that Rik and Kas have done – and continue to do – will help us to save many more lives in years to come, and ultimately give hope to all Asian blood cancer patients in the future.”

Event details: XXX

ENDS

For more information, please contact Ellen Marshall on 020 7424 6606 / 07824 362 106 or email ellen.marshall@anthonymolan.org

Notes to editors

The charity

- Please note that since July 2010, Anthony Nolan has dropped the word 'Trust' from its name.
- Anthony Nolan is a pioneering charity that saves the lives of people with blood cancer. Every day, we use our register to match remarkable volunteers willing to donate their blood stem cells (or bone marrow) to people in desperate need of a lifesaving transplant.

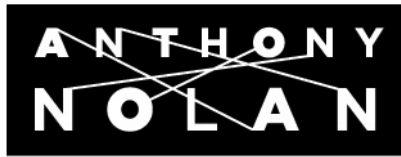
The need for donors

- Every 20 minutes, someone in the UK is diagnosed with a blood cancer, such as leukaemia.
- There are around 1,600 people in the UK in need of a blood stem cell transplant. This is usually their last chance of survival.
- 70% of patients will not find a matching donor from within their families.
- We provide two potentially lifesaving transplants every day, but for every patient we help, there is another who sadly we can't because no match can be found.

The Anthony Nolan register

- There are currently over 460,000 people on the Anthony Nolan register.
- It costs £100 to recruit each new donor to the register, so we also need to raise vital funds to continue our lifesaving work.
- To join the register, you must be aged between 16 and 30, weigh more than 8 stone (51kg) and be in general good health. For more information on the donating process, or to apply to join the register, visit www.anthonynolan.org or call 0303 303 0303. All new donors are welcome but young males are particularly encouraged to join the register.

Donating



BE A MATCH, SAVE A LIFE

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- 90% of donations take place via [PBSC](#) (peripheral blood stem cell collection). This is an outpatient appointment and is similar to donating blood.
- Most donors talk about how wonderful it is to have potentially saved someone's life.