

TURN A PERFECT MATCH  
INTO A LIFESAVING MATCH



YOUR GUIDE  
TO A DELICIOUS  
NIGHT OF  
WINE & CHEESE  
PAIRING

WINE & CHEESE



WITH

**DKMS**   
WE DELETE BLOOD CANCER



**“I am delighted to be working with DKMS on this brilliant campaign. They are a fantastic charity doing incredible lifesaving work, and I’m proud to be playing my part in the fight against blood cancer. We’re going to have great fun, enjoy some delicious wine and cheese, and maybe learn a thing or two along the way – all whilst raising much needed funds for this important cause.”**

**OLLY SMITH**, wine expert and regular on BBC’s Saturday Kitchen



## ABOUT DKMS

Every 20 minutes someone in the UK is diagnosed with a blood cancer such as leukaemia, lymphoma and myeloma. For many of those affected, a blood stem cell donation from a matching donor represents their best, and sometimes only, chance of beating this devastating disease.

Despite being treatable and potentially curable, blood cancer today remains the fourth leading cause of cancer deaths in the UK, and still claims the lives of more children in the UK than any other disease.

Finding a tissue match is extremely rare. With more than 8,500 known tissue characteristics that can occur in millions of combinations, finding a match is a bit like winning the national lottery!

At DKMS we believe that no blood cancer patient should die because they are unable to find a matching blood stem cell donor. We urgently need to raise funds in order to continue our work registering as many potential donors as possible, so that a suitable match can be found for every patient who needs one.

**We’re using this World Blood Cancer Day to celebrate these lifesaving matches. And what better match than delicious wine and cheese to raise funds so more people with blood cancer find their own perfect match?**

## DID YOU KNOW?

**2K**

AROUND 2,000 PEOPLE IN THE UK ARE WAITING FOR A BLOOD STEM CELL DONATION

**+50K**

OVER 50,000 PEOPLE ARE WAITING WORLDWIDE.





## YOUR WINE & CHEESE EXPERIENCE

### 01 REGISTER

Make sure you register with us, by clicking [here](#) or scanning the QR code, so you keep updated about all things Wine & Cheese.



### 02 REMINDER

Put the date in your diary! Hopefully you'll be joining us at 6pm on Friday 28th May for a virtual tasting experience with Olly. If you can't make that day or time, then throw your own Wine & Cheese party another time.

### 03 STOCK UP

Stock up on some Wine & Cheese. You'll find our suggestions on what to buy on Page 7, but don't worry too much about finding an exact match. Olly will guide you through regardless of what you're drinking and eating.

### 04 SET UP

Get set up. Put your glad rags on, get out the fancy glasses and lay out your cheese. We'll be starting the livestream at 6pm so make sure you're ready to go (and try not to nibble the cheese before we start!). If you can, try hooking a laptop up to your TV so you can see Olly Smith in all his glory.

### 05 ENJOY

Enjoy yourself! Sit back and enjoy a wine tasting experience with Britain's favourite wine expert. Don't forget to ask questions in the chat boxes for some personal advice from Olly.

### 06 SHARE

Say Cheese! We'd love to see you all enjoying the experience at home so please snap a few photos and share with us on Instagram, Facebook and Twitter. Remember to tag us [@DKMS\\_UK](#) and use the hashtag [#perfectpairing](#).

### 07 DONATE

Turn your perfect pairings into lifesaving matches. Donating however much you would have spent on a similar event or night out will help more people with blood cancer to find their potentially lifesaving match. You can donate [here](#).

### 08 STAY SAFE

If you're planning to have a few friends over to celebrate, please ensure you stick to government guidelines wherever you are. Only hold a physical gathering if it is safe to do so. You can check current guidance [here](#).




**“This is an incredibly important cause, and I am proud to support the work that DKMS do in finding matching blood stem cell donors for people fighting blood cancer. This event is sure to be a lot of fun with Olly at the helm, and it's not every day you're able to say you are playing your part in helping to save lives with a glass of wine in hand.”**

**HELEN MCGINN**, wine expert and regular on BBC's Saturday Kitchen






  
**TIPS FOR FINDING THE PERFECT MATCH**



**YOU LIKE WINE, YOU LIKE CHEESE, BUT WHAT WINES WORK BEST WITH WHICH CHEESES?**

Wine pairing can seem a complicated world of oaky aromas, fruity acidity and mineral notes. We've tried to simplify the process below. Each cheese type generally pairs well with certain wines. You'll see examples of each type of cheese or wine so simply choose one from each box and begin!

If you're joining the virtual tasting experience we suggest you choose at least three cheese and wine pairings to ensure you can join in with the event as much as possible.

CHEESE	WINE	OLLY WILL BE PAIRING
<b>SOFT &amp; SEMI-SOFT</b> Gruyère French Brie Raclette	 <b>PAIRED WITH</b>	<b>AROMATIC &amp; FLORAL WHITE</b> Viognier Pinot Gris Gewürztraminer & French Brie
<b>RICH &amp; CREAMY</b> Feta Soft Goat's Cheese Mozzarella	 <b>PAIRED WITH</b>	<b>CRISP &amp; REFRESHING WHITES</b> Sauvignon Blanc Picpoul de Pinet Albariño & Soft Goat's Cheese
<b>SEMI-HARD &amp; MEDIUM AGED</b> Young Cheddar Jarlsberg Manchego	 <b>PAIRED WITH</b>	<b>SAVOURY &amp; FULL-BODIED REDS</b> Rioja Reserva Pinotage Cabernet-Merlot & Manchego
<b>FLAVOURFUL &amp; AROMATIC</b> Edam Aged Cheddar Pecorino	 <b>PAIRED WITH</b>	<b>SOFT &amp; FRUITY REDS</b> Chianti Cabernet Sauvignon Malbec & Malbec-Touriga & Pecorino
<b>BIG &amp; BOLD</b> Smoked Gouda Gouda Parmigiano Reggiano	 <b>PAIRED WITH</b>	<b>BOLD &amp; SPICY REDS</b> Shiraz Tempranillo Carménère & Smoked Gouda
<b>AND TO FINISH THE EVENING OFF</b> , raise a glass of bubbly to the thousands of potential lifesavers ready and waiting to give people with blood cancer a second chance at life		Pasqua 'Romeo & Juliet' Prosecco DOC Brut, Treviso





## EXCLUSIVE EVENT OFFER

Purchase all of Olly's suggested wines as part of the 'Wine & Cheese with DKMS' case from Majestic Wines to receive an exclusive discount.

Not only will you benefit from Majestic Wines' fantastic 'Mix Six' offer, saving you 10% on every six bottles purchased, you can also get free delivery and an additional 10% off this carefully chosen selection.



Contact your local Majestic Wines store  
[\(find you nearest one here\)](#)  
by phone or email and quote 'DKMS Case' to order yours now and benefit from these discounts.



## HOW DOES DRINKING WINE AND EATING CHEESE AT HOME HELP SAVE LIVES?

By donating to our Wine & Cheese with DKMS campaign you are helping to cover the cost of adding potentially lifesaving matches to the global stem cell registry. We don't charge anyone to join the register so we rely on our amazing supporters, like you, to cover this cost.

IN THE UK £3.86 WOULD ONLY BUY YOU ABOUT HALF A GLASS OF WINE IN A RESTAURANT - OR IT COULD FUND THE PRODUCTION OF A DKMS SWAB KIT

# £3.86

# £12.50

£12.50 COULD BUY 500G OF THE WORLD'S STINKIEST CHEESE, EPOISSE DE BOURGOGNE - OR COULD GO TOWARDS EDUCATING MORE PEOPLE ABOUT THE NEED FOR STEM CELL DONATIONS, AND INSPIRING THEM TO JOIN THE REGISTRY

MOET & CHANDON, THE WORLD'S MOST POPULAR CHAMPAGNE, COSTS AROUND £40 A BOTTLE - THE SAME COST OF REGISTERING ONE POTENTIAL LIFESAVER

# £40

# £80

THE WORLD'S MOST EXPENSIVE CHEESE COSTS £80 PER 100G - THE SAME COST OF REGISTERING TWO POTENTIAL LIFESAVERS

Text WBCD to 70191 to donate £10\* or [click here](#) to donate

\* Fundraising, payments and donations will be processed and administered by the National Funding Scheme (Charity No: 1149800), operating as DONATE. Texts will be charged at your standard network rate. For Terms & Conditions, see [www.easydonate.org](http://www.easydonate.org)



## ALFIE & CHRISTIN - A PERFECT MATCH

Alfie Commons, 4, from Nottingham was just 7 months old when he was diagnosed with aggressive leukaemia.

Alfie's mum, Lorna, says "I was heartbroken, our world completely feel apart. Leukaemia hadn't even crossed my mind - **I WAS SHELL SHOCKED THAT MY INNOCENT BABY HAD CANCER.** Devastatingly, the first round of chemo failed and at this point, we were told that Alfie's only chance of survival would be a bone marrow transplant. Worse was to follow, his second course also failed and on the same day, we were told that Alfie's brother, Billy wasn't a blood stem cell match for him either. The fear of losing Alfie was overwhelming, I felt helpless but I had to carry on for Alfie's sake."

"During the third round of chemo, we had been told that a donor had been identified which was the only good news we'd received since this nightmare began. **ALFIE WAS ABLE TO HAVE THE TRANSPLANT.** "

In the weeks and months following the transplant, doctors closely monitored Alfie's progress, and were encouraged to see his body accepting the donor's stem cells, which were now producing cells of their own.

Christin, 34 and a school teacher, had been on the blood stem cell registry for a number of years before she received a letter to say that she could be a match in 2016. Following a number of tests, it was confirmed that she was a match for Alfie.

Christin says; "When they told me that the

recipient was a baby - I just cried. After I donated my bone marrow and the anesthetic wore off, I called DKMS as I needed to know more. They told me that Alfie was a small baby and living in the UK. I still can't describe that moment but so many tears of joy ran down my face. It's a moment that is always with me and whenever I feel a bit down, I think back to it as it always brings me so much happiness!"

**"TO BE A DONOR AND TO HAVE HAD THE CHANCE TO SAVE A LIFE HAS BEEN ONE OF THE BEST MOMENTS OF MY LIFE.** I will always be wedded to Alfie; he is such a special, brave boy. I am so proud that I had the chance to be a part of his life. Donating the bone marrow was such an easy and uncomplicated process and nothing compared to what Alfie and his family went through. I was able to help them during this terrible time and to help Alfie fight cancer. So far, this is the best thing that I have done in my entire life."

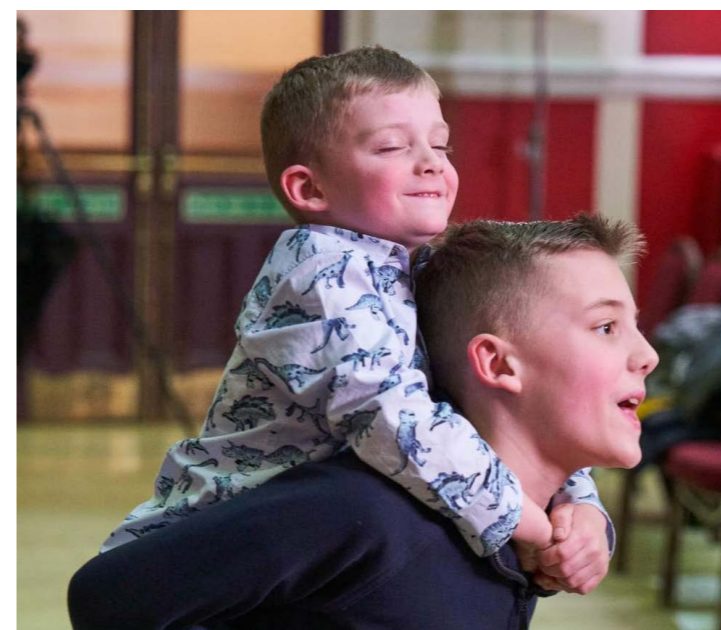
Lorna added; "There is a match out there for everyone with blood cancer, people just need to come forward and register. I want people to know that by being a potential donor, you can have an enormous impact not only on the patient's life but their whole family. **I'VE GOT TO SEE MY CHILD GROW FROM A BABY TO A TODDLER AND THEN TO A LITTLE BOY AND ONWARDS,** it's the greatest gift that anyone could have ever given.

"I'm just so proud of Alfie; the odds were always stacked against him and at every step nothing went his way, things only got worse yet he fought so hard to stay exactly where he belongs."

It costs DKMS £40 to add every potential life-saver, like Christin, to the blood stem cell registry. With more of these amazing people on the register many more people with blood cancer, like Alfie, will be able to find their perfect match and have a second chance at life.

[Please donate](#) now and help us to find more perfect matches.

In February 2020 Alfie and his mum, Lorna, were able to meet Christin and thank her for saving Alfie's life. You can watch the magical moment [here](#).



## PAYING IN YOUR DONATIONS

Visit our [Go Fund Me](#) page or scan the QR code.

If you're hosting an event you can share our Go Fund Me page with your guests. Your donations get transferred to DKMS in just a few days, and it also makes it easy for us to reclaim Gift Aid.

### BY POST

Send a cheque made payable to DKMS to:

Wine & Cheese Fundraising Team  
DKMS  
Ashburnham House  
Castle Row  
Horticultural Place  
London W4 4JQ

Make sure you include your name and address so that we can say a massive thank you.

### BANK TRANSFER

You can get your funds to us by making a transfer straight to our bank using the following details:

Barclays Bank  
Sort code: 203593  
Account number: 73395413

Please use the reference **W&C** and include **your surname**. This will allow us to recognise, and thank you for your donation.

## DONATE NOW





GET IN TOUCH:  
DKMS UK  
Ashburnham House  
Castle Row  
Horticultural Place  
London W4 4JQ

T 020 8747 5656  
[DKMS.org.uk](http://DKMS.org.uk)

Registered charity no: 1150056

Share your photos and stories with us!



ASK A QUESTION:  
[communityevents@dkms.org.uk](mailto:communityevents@dkms.org.uk)