



Media Release – For immediate release
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Daffodil Day Helps Local Communities

Daffodil Day is nearly here and throughout the Waikato/Bay of Plenty streets will be turning yellow in recognition of the Cancer Society's annual fundraising and awareness day.

Jo Bell, Daffodil Day regional spokesperson, says Friday 28th August is Daffodil Day – an opportunity to support the one in three New Zealanders affected by cancer in our community.

“On a local level this is about support for the Cancer Society and the work we do in our community to minimise the impact and incidence of cancer – be it through our various support services, health promotion and awareness activities or funding for research into the causes, prevention and treatment of cancer.”

She says an important aspect of the Cancer Society's work is to provide support services for those people living outside the three main cities of Hamilton, Tauranga and Rotorua.

“The society has worked hard in recent years developing our liaison nurse service. This service enables people affected by cancer, their family and friends, to have access to an experienced cancer nurse who can provide support and information throughout their cancer journey.

“The nurses also have the ability to access other services, whether supplied by the Cancer Society or another health provider, as well as acting in an advocacy role.”

Another significant service provided by the Cancer Society to those living outside Hamilton is the Cancer Society's Lions Lodge.

The Lodge provides free meals and accommodation for those undergoing treatment at the Regional Cancer Centre, Waikato Hospital.

- More –



“This service has been offered for nearly 40 years. Thousands of people from around our region facing the economic and logistical challenge of receiving treatment for cancer in Hamilton have been supported by the Lodge.”

She says Taupo, and its surrounding district, is a good example of a provincial town whose residents make use of the Lodge.

“In the last year, 43 of the 496 people who stayed at the Lodge were from Taupo and this figure rises every year with earlier detection and improved treatment options.”

To better accommodate this growing need the Cancer Society has purchased the old Braemar Hospital in Hamilton with the intention of renovating and rebuilding it to become the new Lodge.

“A new Lodge will enable us to accommodate more people, offer a modernised facility and centralise and improve our support services.”

“This is a very significant project for the Cancer Society to carry out but one that will enable us to better meet the needs of the greater Waikato/Bay of Plenty community.”

Volunteer street collectors will be out and about on Daffodil Day Friday 28th August. Or make an instant \$20 donation by phoning **0900 311 11**. Telecom and Vodafone mobile customers can text ‘**daffday**’ and send it to **2448** for an instant \$3 donation or donate online: www.daffodilday.org.nz. Or call into any branch of the National Bank.

For more Daffodil Day information, visit: www.daffodilday.org.nz or to find out more about the Waikato/Bay of Plenty Cancer Society, visit: www.cancersociety.org.nz.

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Editor's Note:

The Waikato/Bay of Plenty Division of the Cancer Society of New Zealand Inc is a non-profit organisation that receives no direct financial support from the Government. We are funded by bequests and donations from the public as well as fundraising activities.

We are committed to minimising the impact of cancer in our communities by providing:

- Quality support services for people affected by cancer
- Education to promote early detection and help reduce the risk of cancer
- Free information and resources on cancer
- Support for research into the causes, prevention, detection and treatment of cancer

