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Media Release – For immediate release

31 July 2009

Local Loyalty for Tauranga Daffodil Day

Public generosity and a strong team of dedicated volunteers have ensured the success of the Cancer Society's Daffodil Day appeal in Tauranga over recent years.

Daffodil Day will be celebrated on Friday 28th August and local volunteer area coordinators, Pam and Brian Hawkins and Colin Gill, are once again excited at the prospect of it being a positive showcase of the region.

Pam coordinates Daffodil Day activities in Papamoa with her husband Brian. She says their area's fundraising has grown each year thanks to loyal local support.

"We get such a wonderful community response. Everyone knows someone who has had cancer so Daffodil Day is close to many people's hearts," says Pam, who personally has been affected by cancer.

Colin Gill, Mount Maunganui Daffodil Day volunteer coordinator, agrees.

"A lot of people will give without any hesitation – the day is all about giving people an opportunity to donate, something many want to do."

Area coordinators are responsible for many aspects of Daffodil Day from coordinating volunteers, to setting up sites and counting collections. They are supported by the Cancer Society office in Tauranga and local National Bank branches, principal Daffodil Day sponsor.

"The National Bank is wonderful on the day and we get great cooperation from them. They'll do BBQs, entertainment, stalls, all sorts," says Colin.

Jo Bell, Daffodil Day regional spokesperson, says the Cancer Society receives no direct government funding and is entirely reliant on fundraising, with Daffodil Day being the main national appeal day.

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“The day is also about raising awareness of cancer in the community and the work of the Cancer Society.

“2008 Daffodil Day activities in the Waikato/Bay of Plenty region raised almost \$570,000. All funds raised locally remain in the region to provide cancer services, support, information and research.

“A portion of this year’s funds will go towards the relocation and renovation of the Cancer Society’s Lions Lodge in Hamilton. The Lodge provides free accommodation and meals for people from Tauranga, and across the region, while they receive treatment for cancer at the Regional Cancer Centre, Waikato Hospital.”

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

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

Ends

For further information, please contact:

Jo Bell

PR/Communications Manager

Waikato/Bay of Plenty Division of the Cancer Society of NZ Inc.

Ph: 07 838 2027

Mob: 021 775 973

Email: jobell@cancersociety.org.nz

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

