



Waikato/Bay of Plenty Division  
Cancer Society of New Zealand  
Inc.

PO Box 134  
Cnr Grey & Beale Streets  
Hamilton East  
HAMILTON

Telephone: 64 7 838-2027  
Facsimile: 64 7 838-2028

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### **Local Businesses Huge Support For Daffodil Day**

Photographer Chris Hilock sponsors his time to the Cancer Society's Daffodil Day as a way of giving something back for the support he received while going through his own cancer treatment.

"I want to help raise awareness for the work the society does and the impact it makes on people's lives and support that it gives in the community."

Fairview Motors is another local business that has been a long time supporter through sponsorship of the Cancer Society and in particular Daffodil Day.

Dennis Sexton, Fairview Motors Managing Director, says: "We hope our car sponsorship will support the efforts of the Cancer Society and the very important work they do in assisting people with cancer, their families and friends."

For Fastway Couriers Waikato it was an exciting proposition to be involved in the distribution of daffodils throughout the region.

Brad Bernie, Fastway Couriers Waikato regional franchise manager, says there is a growing relationship between the regional Fastway franchises and local Cancer Society.

"It was a unanimous decision by all Fastway Courier franchisees and staff in the Waikato to get in behind and support a great organisation like the Cancer Society."

Jo Bell, Daffodil Day regional spokesperson, says so many businesses contribute to Daffodil Day and help make it such a great success.

More ...

“The National Bank has been our principal sponsor since Daffodil Day began in 1990 and they put in so much effort every year.”

Aside from sponsorship many businesses also support the day by having special events such as golf tournaments and raffles. As well, Waikato and Bay of Plenty businesses have purchased nearly 90,000 bunches of fresh daffodils as part of the Daffodil Day business pre-sell campaign.

“Having a Daffodil Day counter boxes on display for people to donate into is another way many businesses help us with our fundraising.” Jo says.

“Schools, community groups and organisations and individuals all contribute enormously to the Daffodil Day appeal which makes a significant difference to the one in three in our community affected by cancer.”

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

Jo says all the funds raised locally are used to provide services and support within the local community.

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

Volunteer street collectors will be out and about on Friday 29<sup>th</sup> August. Or make an instant \$20 donation by phoning **0900 311 11**, or Telecom and Vodafone mobile customers can text ‘**dday**’ and send it to **883** for an instant \$3 donation or donate online: [www.daffodilday.org.nz](http://www.daffodilday.org.nz). Or call into any branch of the National Bank.

Ends

For further Daffodil Day information please contact:

Jo Bell  
PR/Communications  
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](mailto:jobell@cancersociety.org.nz)