



Media Release – For immediate release

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### **Daffodil Day Springs Community Activity**

Whether it's golf tournaments, baking stalls, multi-days or car washes – watch out for the many special Daffodil Day fundraising events taking place over the next week.

Friday August 28 marks Daffodil Day, the Cancer Society's annual fundraising and awareness campaign. Now in its 19<sup>th</sup> year, Daffodil Day has grown to become a showcase of community activity, with fundraising activities in all forms leading up to and on the day.

Baking enthusiasts can learn some new recipes from chef Clive Anderson at Vision Forest Lake Retirement Village in Hamilton on Friday August 28, with all donated proceeds going to the Cancer Society. Clive will be baking a range of special yellow treats to help raise awareness of the impact of cancer in the community.

The National Bank's Huntly branch is auctioning off a BBQ table. The brand new table can be viewed on Trade Me, auction "BBQ Table – Daffodil Day".

Tauranga golf lovers can enjoy a round in Daffodil Day golf tournaments running at five courses with all \$10 entry fees being donated to the appeal.

The Raglan Spring Fling, held on the weekend after Daffodil Day, showcases the best of Raglan entertainment and cuisine with special deals in cafes and shops, spot prizes, street theatre and chances to win accommodation at some of the town's top spots.

Retirement homes, schools, workplaces, community groups and retailers across the region are also getting behind Daffodil Day, running morning teas, window displays, cake stands and art stalls.

And as with every year, volunteer street collectors will also be out and about on the day exchanging fresh and fabric daffodils for donations.

**- More -**



Jo Bell, Daffodil Day regional spokesperson, says the most important message of Daffodil Day is that all funds raised in the region remain in the region.

“Local fundraising initiatives are a wonderful part of Daffodil Day as the money raised in the local community is used to help those in the community affected by cancer. These activities also help to raise awareness of the work of the Cancer Society across the region.”

Last year’s Daffodil Day activities raised over \$500,000 for the Waikato/Bay of Plenty Cancer Society and she hopes people will be just as generous this year.

“The Cancer Society receives no direct government funding so is entirely reliant upon the generosity of our donors and the dedication of our volunteers – without them we could not provide our vital services in the community.”

To make a Daffodil Day donation:

- Text ‘daffday’ to 2448 for an instant \$3 donation
- Call 0900 31 111 for an instant \$20 donation
- Donate at any branch of the National Bank
- Donate online: [www.daffodilday.org.nz](http://www.daffodilday.org.nz)
- Or give generously to a Daffodil Day street collector on Friday 28<sup>th</sup> August

**Ends**

***For further information, please contact:***

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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

