



Media Release – For immediate release

July 24, 2009

Daffodils Ready To Brighten Up Workplaces

Businesses around the region will be given the opportunity to order bunches of fresh daffodils as the 2009 Daffodil Day presell campaign gets underway next week.

Cancer Society volunteers, community organisations, such as Lions and Rotary clubs, and New Zealand Management Academy students will call businesses from July 27 to take orders for fresh daffodils to be delivered early in the week of Daffodil Day.

The 19th annual Daffodil Day will be held on Friday August 28 this year. Regional Daffodil Day spokesperson Jo Bell says businesses have always been important and generous supporters of Daffodil Day, the Cancer Society's annual flagship fundraising and awareness campaign.

“Businesses make a huge contribution to Daffodil Day. Last year's presell campaign raised almost \$90,000 across the region and we hope this year it will be even more successful. Not only are daffodils great at brightening up offices, they also raise awareness of the Cancer Society and the important work we carry out in the community.”

As the Cancer Society receives no direct government funding, it is entirely reliant on donations and bequests from the public, and fundraising activities such as Daffodil Day.

“All the money raised on Daffodil Day in the Waikato/Bay of Plenty region stays in the region so it's really important local businesses get in behind the event.”

A portion of this year's Daffodil Day funds will be used for the relocation and renovation of the Cancer Society's Lions Lodge. The new Lodge on Tainui St, Hamilton, will provide an increased accommodation and more modern facility for people living throughout the region to stay at while they receive treatment at the Waikato Regional Cancer Centre.

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The business presell also operates outside of the three main centres. In Taupo businesses can expect a personal visit from Rotary Club of Taupo members while Whitianga businesses will have information delivered to them.

Rosemary Chrisp, Rotary Club of Taupo member and presell organiser, says fundraising for the Lodge makes this year's Daffodil Day presell especially significant for their group.

"Many of the people who stay at the Lodge in Hamilton are from here, so it's good to know our fundraising is directly helping the people of Taupo."

The money raised from Daffodil Day will also be used to fund cancer research, support services such as liaison nurses, frozen meals and information, and education and awareness programmes such as SunSmart and Smokefree.

Businesses can also help by hosting a Daffodil Day collection box on their reception and fabric daffodils available for a donation if they wish to fundraise further on behalf of the Cancer Society. To find out more, contact your local Cancer Society office:

Tauranga	ph: 07 571 2035, tauranga@cancersociety.org.nz
Hamilton	ph: 07 838 2027, admin@cancersociety.org.nz
Rotorua	ph: 07 349 4556, rotorua@cancersociety.org.nz

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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

