



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

---

MEDIA RELEASE – For Immediate Release  
13<sup>th</sup> August 2007

### **Counter Display Box Big Help To Daffodil Day Appeal!**

Having a Daffodil Day counter display box on your business reception area is an easy way to do something for the community.

Jo Bell, Daffodil Day regional spokesperson, says the collection boxes make a significant difference to the Daffodil Day appeal.

“People often have a few coins in their pockets that they can just drop in the box and it all adds up at the end of the day.”

Jo says Daffodil Day is the Cancer Society’s main annual fundraiser and with no direct government funding it is a very important day for the society.

“Not only is it vital to our fundraising efforts but also in terms of raising awareness of cancer and the Cancer Society and all the services and support it provides the local community.”

She says the Daffodil Day counter display boxes are a simple way for a company or organisation to help raise funds for the Cancer Society.

The counter display box is a portable cardboard box with a donation box designed to sit in reception areas, staff reception areas, in cafeterias and social clubrooms. The boxes are filled with fabric daffodils that can be given away in return for a donation.

“The boxes are available throughout August so businesses can put them on their front desk or reception area for donations.

“We can also supply businesses with balloons and posters and they can pre-order bunches of fresh daffodils until mid-August to really brighten up their offices.”

More ...

To find out about having a Daffodil Day counter display box contact the Cancer Society, phone: 07 838 2027 or email: [events@cancersociety.org.nz](mailto:events@cancersociety.org.nz)

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)

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)

**Editor's Notes:**

- In its 17<sup>th</sup> year Daffodil Day is the Cancer Society of New Zealand main annual flagship event – it is one of the most important fundraising and awareness campaigns in the country.
- The National Bank has been the principal sponsor of the event since its inception in 1991 and its employees play an important role in focusing the nation's attention on our cause and also undertake some outstanding fundraising initiatives.
- In 2006 people in Waikato/Bay of Plenty raised over \$614,000 to ensure people affected by cancer in the local community received the support and services they require. (This was a record amount and up \$42,000 on 2005).
- Support Services include: volunteer driver service transporting people to doctor's visits and treatment, advocacy, information and support programmes as well as funding research and cancer prevention programmes including SmokeFree, SunSmart and LiveSmart.
- Local schools, community groups (eg Lions etc), businesses, sports groups (bowling clubs, golf clubs etc), retirement villages are just some of the organisations who actively take part by organising special events, raffles, cake stalls, tournaments and heaps of other novel fundraising events.
- Volunteers not only ensure the success of Daffodil Day but are integral in making the day happen. They 'man' the street collections, bunch and deliver daffodils and generally support the Cancer Society throughout the Daffodil Day campaign.
- The Cancer Society receives no direct government funding so is entirely reliant on fundraising and donations.

- All of the funds raised through the Daffodil Day appeal are used to provide services and support within the local community.
- A portion of funds raised this year will go towards the relocation and refurbishment of the Lions Cancer Lodge. The Lodge provides free accommodation and for people out-of-town undergoing cancer treatments (chemotherapy and radiation therapy).
- Donations can be made by:
  - Giving to our street collectors on Friday 31<sup>st</sup> August.
  - Ph **0900 311 11** to make an instant \$20 donation.
  - Text '**dday**' and send it to **883** for an instant \$3 donation on Telecom or Vodafone mobiles.
  - Donate online: [www.daffodilday.org.nz](http://www.daffodilday.org.nz)
  - Any branch of The National Bank
- Daffodil Day is a time of hope, support, and remembrance.
- Websites:
  - Daffodil Day: [www.daffodilday.org.nz](http://www.daffodilday.org.nz)
  - Waikato/Bay of Plenty Cancer Society: [www.cancersociety.org.nz](http://www.cancersociety.org.nz)