



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
6th August 2007

Opotiki Gets Behind Daffodil Day Appeal!

For the last seventeen years Dorothy Lee and her group of ever-willing volunteers have been out in force collecting for the Cancer Society's Daffodil Day appeal.

"The people of Opotiki are very responsive and we generally raise around \$1600 or \$1700 which is wonderful for such a little town," says Dorothy, the volunteer Daffodil Day coordinator for Opotiki.

On Friday 31st August, Dorothy and her team will be out on the streets selling fabric daffodils as well as bunches of 10 fresh daffodils all donated by local people.

"Last year one lady donated 300 fresh daffodils from her garden for us to sell."

As well as the street collection stall, which also sells Daffodil Day pens and gives away stickers, a group will be donating their knitted goods for sale.

"This is the first time we have done this but we were given a large amount of wool so a group of ladies has knitted knee rugs, hats, gloves and lots of other pieces."

Dorothy says the group of 19 members, plus extra volunteers for Daffodil Day itself, may look at running a raffle also.

To bring a lovely Daffodil Day feeling to the two local resthomes the group also delivers pin-on fabric daffodils to every resident at meal time early in the week of Daffodil Day.

"We don't do it for donations but just so everyone at the resthomes can be part of Daffodil Day and have the feeling of spring by wearing a daffodil."

More ...

She says in the past they have also delivered fresh daffodils to unwell members of the group on the day.

While Dorothy says the group is an aged one with the eldest member 93 and everyone else over 60 but they are all very committed to the Daffodil Day cause and very keen to help out.

Daffodil Day is the Cancer Society's main annual fundraising event. With ongoing support from The National Bank, Daffodil Day ensures people affected by cancer in the local community receive the support and services they require.

The Cancer Society receives no direct government funding so Daffodil Day is really important in terms of fundraising but also for raising awareness of the Cancer Society and all that it does in the community.

All the funds raised through the appeal are used to provide services and support within the local community.

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

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