



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

PO Box 134  
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Hamilton East  
HAMILTON

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MEDIA RELEASE – For Immediate Release  
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### **Daffodil Day Brings Spring To Offices!**

Hamilton businesses supporting the Daffodil Day pre-sell campaign will be pleasantly rewarded on Monday when bunches of fresh daffodils arrive to brighten their offices.

The pre-sell, which involves a telesales campaign, carried out earlier this month, will see more than 1200 bunches of 30 daffodils delivered by volunteers as part of the Daffodil Day fundraising effort.

Jo Bell, Daffodil Day regional spokesperson, says the pre-sell campaign is an important component of the appeal.

“Daffodil Day is the Cancer Society’s main annual fundraising event. While we will raise a significant amount of money through the street appeal on Friday 31<sup>st</sup> August every other bit of fundraising helps too.”

Jo says the Cancer Society receives no direct government funding and is reliant on the generosity of the public to fund its many local support services, as well as preventative programmes as well as research.

“It’s also important to know that all funds raised locally through the appeal 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)

Ends

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

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**DAFFODIL BUNCHING**  
MONDAY 27<sup>TH</sup> AUGUST  
FROM 7.30AM.  
METHODIST CHURCH HALL,  
CNR GREY & WELLINGTON ST  
HAMILTON EAST

## 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)