



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

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Volunteers Donate Time For Daffodil Day Business Pre-sell Campaign

More than 30 people will be volunteering their time from next Monday contacting Rotorua businesses to help raise money for the Cancer Society's Daffodil Day fundraising campaign.

The pre-sell campaign involves calling local businesses to pre-purchase bunches of 20 fresh daffodils for \$20, which will be delivered early on in the week of Daffodil Day – celebrated on Friday 31st August.

Jo Bell, Daffodil Day regional spokesperson, says the 33 people volunteering to be involved in the telesales campaign make a significant contribution to the Daffodil Day collection.

“It just wouldn't be possible to run a campaign of this sort without the generosity of volunteers. Many of the volunteers have been involved for several years but for others it's a first time.”

The volunteers work in either a morning or afternoon shift throughout the week-long campaign.

“Some of the volunteers are retired but many are working people who have given up time to help us with the campaign. Most have had experience with cancer, either personally or through family or friends.”

Jo says businesses should expect a call next week and she hopes they will be keen to purchase lots of bunches of fresh daffodils.

“The daffodils really brighten up an office and give a wonderful sense of spring – and of course are a huge support to the Cancer Society.”

More

Jo says Daffodil Day, now into its 17th year, is a very important event for the Cancer Society.

“Not only is it our major fundraising day but of equal importance it is a time for raising awareness of cancer and all that the Cancer Society does in the community.

“The Cancer Society receives no direct government funding and is entirely reliant on fundraising, with Daffodil Day being the main national appeal day.

“All the funds raised locally 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

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For further Daffodil Day information please contact:

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