



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

### **Te Aroha Supports Daffodil Day Appeal!**

Friday 31<sup>st</sup> August is Daffodil Day and in Te Aroha things are heading skyward as more than 300 helium balloons will be released simultaneously to celebrate the day.

Sally Barker, Daffodil Day volunteer area coordinator, says the balloons will be released at 3.30pm from the area behind the town clock.

“From 8.30am our team of volunteers will be outside the National Bank blowing up the balloons.”

Sally says people can buy a balloon for \$2 each and inscribe a special message on it – maybe to someone they know who has been affected by cancer.

As well as the balloons, Sally’s volunteers from the Te Aroha Mountain Lions Club, the women’s institute and the local Cancer Society group will be out street collecting with fabric and fresh daffodils and Daffodil Day pens for sale.

“We will also be visiting firms around town who can’t make it to the street stall to sell bunches of daffodils.”

While Sally says they have only a small group of volunteers she has been working closely with the National Bank on a number initiatives including a poster competition for local school children.

The National Bank will also be running a mystery envelope prize too.

“We are hoping the rest of the shops in town will get behind the day and have staff dressed in yellow and daffodils in their shop windows.”

More ...

She says the Te Aroha Mountain Lions Club are organising a raffle with a basket of goodies including gardening items and dinner vouchers.

Daffodil Day is now in its 17<sup>th</sup> year and 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.

Jo Bell, Daffodil Day regional spokesperson, says: "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](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)