



Cancer Society of New Zealand
Te Rōpū Mate Pukupuku o Aotearoa

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MEDIA RELEASE

FOR IMMEDIATE RELEASE

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The National Bank hits its \$1 million target for Daffodil Day

The National Bank has reached its goal of raising \$1 million on Daffodil Day Chief Executive of the Cancer Society Dalton Kelly announced today.

"Before this year's Daffodil Day, The National Bank set itself the million dollar target, and I'm absolutely delighted to confirm that the staff-generated fundraising has so far reached \$1,042,000, and expected to go higher."

The National Bank has been Principal Sponsor of Daffodil Day right from the outset in 1990, and in 2006, raised \$935,000 which was around a fifth of the total raised that year.

In setting itself the \$1m target, The National Bank recognized it would be a stretch but knew that staff-members are highly committed to what is now its longest running sponsorship says Craig Sims, Managing Director of The National Bank.

"Every year our staff undertake an astonishing array of fundraising activities for Daffodil Day, and in many cases, what started out as one-off fundraising initiatives have become highly popular annual events, such as the Daffodil Day Ball, our 'Battle of the Brains' quiz night and more recently the Cycle of Hope."

"The National Bank is a part of almost every local community in New Zealand," continues Craig Sims, "and Daffodil Day is one way that we can demonstrate our ongoing commitment and support for those communities. We're looking forward to doing it all again next year."

The overall total for Daffodil Day is still being worked out, but Dalton Kelly expects to be able to announce the total by the end of the month. "The Society takes this opportunity to thank The National Bank for its continued support, and recognize the efforts of those staff members who every year go to great lengths to raise much-needed funds for the society to continue its work to help people affected by cancer, including funding research."

"I'd also like to acknowledge the remarkable efforts of a very committed group of staff-members who for the fifth year cycled the 790 kms from Auckland to Wellington in the Cycle of Hope, raising \$85,000.

"This year's result brings the total of donations generated by The National Bank staff to over \$12 million, which is an extraordinary achievement" he says.

The Cancer Society of New Zealand is the leading organisation dedicated to reducing the incidence and impact of cancer, and ensuring the best cancer care for everyone in New Zealand.

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