



National Office  
Level 2, Red Cross House  
69 Molesworth Street, Thorndon  
PO Box 12700  
Wellington 6011

Telephone: 64 4 494-7270  
Facsimile: 64 4 494-7271

Websites: [www.cancernz.org.nz](http://www.cancernz.org.nz)  
[www.daffodilday.org.nz](http://www.daffodilday.org.nz)  
[www.relayforlife.org.nz](http://www.relayforlife.org.nz)  
Email: [admin@cancer.org.nz](mailto:admin@cancer.org.nz)

## MEDIA RELEASE

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### Daffodil Day comes of age

Daffodil Day, an icon event in New Zealand, comes of age in 2010 as the Cancer Society and The National Bank celebrate a partnership of 20 years. On 27 August thousands of volunteers will be out on the streets with baskets of daffodils, ready to pin them on in exchange for a donation. Some volunteers have been doing this for the 20 year duration - rain, hail and shine they stand on the corner for such a good cause.

Over the years many outstanding New Zealander's have added their weight to Daffodil Day. Most recently newly named All Black Aaron Cruden has added his voice. Diagnosed at 19 with testicular cancer, which had also spread to his lungs, Aaron underwent surgery and rigorous chemotherapy. Eleven months later he captained the New Zealand under 20's side to win the IRB Toshiba Junior World Championship 2009.

Aaron is very frank about the diagnosis. "It was pretty scary." He agrees news like that is hard to take but adds, "you just have to remain positive in all aspects of living and that is what got me through."

"It puts things into perspective that you can't take life for granted, you just have to live every day to its fullest and get the most out of life."

An original supporter of Daffodil Day is an icon herself. Alison Holst, beloved by cooks all over New Zealand created the Daffodil Day cake which is still baked today. The recipe graces a special tea towel produced for the 2010 celebrations.

"The cake came about as a timely way to mark Daffodil Day, which at that point was still a relatively new fundraising event. When the Cancer Society approached me this year about putting the recipe on a tea towel to commemorate the 20<sup>th</sup> anniversary and help to fundraise, I was thrilled."

Alison says she hopes people will enjoy the recipe, which produces a marbled, orange and vanilla flavoured sponge cake, but also realise its significance.

"Every tea towel purchase this Daffodil Day will help the Cancer Society continue its work, and I am delighted to know I can be a part of that."

It's people like these, and all the hundreds of thousands of New Zealanders, who have made Daffodil Day such a special day to provide the hope for the one in three New Zealanders affected by cancer.

For further information:

Lynne St.Clair Chapman

National Communications Manager

04 4947195 or mob 027 4444 150