

The logo for Daffodil Day, featuring the words "Daffodil Day" in a stylized, cursive font.

MEDIA RELEASE

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Daffodil Day is Looking for Believers

TEN cancer survivors today met at the Royal Tasmanian Botanical Gardens to raise awareness for Daffodil Day and to share their stories of hope and survival.

Raising funds for The Cancer Council Tasmania, the theme for this year's Daffodil Day, which will be held on August 20, is 'looking for believers'.

Each survivor represents a year that Daffodil Day has been running in Tasmania, as the Campaign celebrates its tenth anniversary.

Cancer Council Tasmania CEO Lawson Ride said the ten survivors attending the launch were keen to convey the message that there is life after a cancer diagnosis.

"Due to continuous improvements in research and treatment, one third of all cancers are now preventable and more than half of all cancers are successfully treated.

"That's why we're looking for believers – those people that believe a cure for cancer can and will be found and that there is life after cancer diagnosis. A number of the people in this survivors group now provide support to others with a cancer diagnosis through our Cancer Connect program, which is partly funded by Daffodil Day".

Twenty year cancer statistics released by the Tasmanian Cancer Registry in February¹ reveal an increase in cancer incidence from 1980 to 1999 although mortality rates had remained steady.

"Those figures show that between 1980 and 1999, some 34,546 Tasmanians were diagnosed with cancer and 17,531 died of the illness," Mr Ride said.

"Its worth noting that 15% of all new cancers diagnosed in this period were attributed to smoking-related cancers.

"Overall, Tasmanians have a one in three chance of being diagnosed with cancer in their lifetime and those not diagnosed will be impacted indirectly by a friend or family member who does.

¹ *Cancer in Tasmania, Incidence & Mortality 1980-1999. Tasmanian Cancer Registry*

“Proceeds from Daffodil Day go towards funding research, advocacy and health promotion programs as well as information and support services for people affected by cancer.”

Mr Ride said the Cancer Council hopes to raise over \$205,000 this year to contribute to the national fundraising target of \$9.5 million.

“Between 1995 and 2003 community support for Daffodil Day in Tasmania raised over \$1.2 million.

Daffodil Day merchandise including silk daffodils, pens and enamel badges, are on sale until August 20.

For more information on Daffodil Day, visit www.daffodilday.com.au or call 1300 65 65 85.

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FOR COMMENT: LAWSON RIDE PH 6233 2101 OR MOB 0418 129 757

Fast facts sheet on following page.