



## MEDIA RELEASE

5 October 2004

### Generous Community Support for Daffodil Day !

The Cancer Council Tasmania has thanked the Tasmanian community for its generous support of the 2004 Daffodil Day Campaign. To date, \$160,000 has been raised to support the Council's programs of research, advocacy and health promotion with income from national sponsors still to be added for a total figure.

According to The Cancer Council Director of Development & Health Promotion, Cathie Shirley, Daffodil Day is more than a fundraiser.

"Daffodil Day conveys a strong message of hope for people diagnosed with cancer. Due to continuous improvements in research, we now know how to prevent one third of all cancers, and more than half of all cancers can be successfully treated. "

While there have been major advances in research, improving detection and treatment, the statistics show that cancer is still the leading health concern in Tasmania.

"In February this year, a report from the Tasmanian Cancer Registry<sup>1</sup> revealed increases in cancer incidence of 25% in men and 30% in women between 1980 and 1999. With one in three men and one in four women going to be directly affected by cancer before the age of 75, continued community support for events like Daffodil Day is essential to assist The Cancer Council in its work.

More than 1080 businesses and organisations supported Daffodil Day 2004 with strong support shown for the 75 volunteer stall sites statewide, which raised over \$75,000 of the total income figure.

Mrs Shirley also acknowledged the support of the print and electronic media and Campaign sponsors Coles Supermarkets, ANZ, Amcal Chemists, Health Insurance Commission, First National Real Estate, Quix, Rockmans, BeMe, Retail Club and Nextra Newsagents as well as the many local businesses that took merchandise to sell. The ANZ Bank sponsored a merchandise sales incentive prize of \$500 for the schools selling stock to support the Campaign.

"We are grateful to everyone who has contributed to this result and helped the Cancer Council to minimise the impact of cancer on all Tasmanians."

*Proudly supported by*



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<sup>1</sup> *Cancer in Tasmania. Part 1: Incidence and Mortality 1980-1999; Tas Cancer Registry*