



MEDIA RELEASE

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Daffodil Day is for Believers

August is Daffodil Campaign month when The Cancer Council Tasmania gears up for one of its biggest events that raises funds for cancer research, support and information and health promotion programs.

With merchandise ranging from yellow rubber wrist bands of hope to new designs in dougal bears, the product range is on sale until this Friday, 19 August, which is Daffodil Day. Organisers are aiming for a \$200,000 income target this year. Already over 1,000 workplaces, schools and retail outlets have registered to take stock to sell.

Cancer Council Tasmania CEO Lawson Ride said belief that there is life and hope after a cancer diagnosis was an important Daffodil Day Campaign message.

“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.

“Daffodil Day is also about taking the time to support our family and friends with cancer and remember those we have lost.

“We have many cancer survivors and cancer carers now working with us in our Cancer Connect program - which is partly funded by Daffodil Day - who provide one on one peer support to others dealing for the first time with a cancer diagnosis or coping as a carer.”

Between 1995 and 2004 community support for Daffodil Day in Tasmania has raised \$1.4 million.

On the NW Coast, The Cancer Council Tasmania, in conjunction with City & Rural First National, will also be holding a dinner auction this Friday 19th August at The McKenna Park Hockey Centre on Three Mile Line commencing at 7pm.

The evening includes a three course meal and entertainment by Melbourne comedian Ben Price (Impersonator). The cost is \$35.00 per head. Ph: 64312222 for bookings.

For more information on Daffodil Day, visit www.daffodilday.com.au or call 1300 65 65 85. For further information about Cancer Connect and cancer support and information services call the Cancer Helpline on 13 11 20.

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FOR COMMENT:

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