

Daffodil Day



Media release

8 August 2007

It's time to say hellooo yellow!

The Cancer Council Tasmania is inviting Tasmanians to kiss the dark hues of winter goodbye and warmly embrace a bright yellow Daffodil Day on Friday August 24.

With more than two million daffodils on sale, along with the ever-popular Dougal Bear, 'hope' wristbands, pins and pens and a myriad of other items, it is easy for Tasmanians to brighten the lives of those affected by cancer.

The Cancer Council Tasmania CEO Lawson Ride says cancer can affect any one any time. In fact, he says one in three Tasmanians are touched by cancer in their lifetime.

"Buying a daffodil or other item in memory of a loved one or to celebrate a survivor will help bring a cancer-free future that bit closer," Mr Ride says.

"Daffodil Day is a great opportunity for Tasmanians to show support and offer hope to those affected by cancer in our state and will help us reach our goal of raising almost \$250,000," he says.

"This money will help fund our vital cancer research, health promotion and information and support services for the benefit of all Tasmanians."

Daffodil Day merchandise is available from participating stores and businesses during August. Supporting outlets include Coles, ANZ, Medicare Australia, Miller's Fashion Club, Quix, Rockmans Be Me, Crossroads, Bay Swiss, Zamels, Vivians Jewellers, Health Life & DVC stores. Coles will donate a part of the proceeds from yellow flowers sold in their supermarkets to the Cancer Council.

How to get involved:

To order a merchandise box and fresh flowers online to sell to friends, family or colleagues visit: www.daffodilday.com.au or call 1300 65 65 85.

To register as a volunteer online visit: www.daffodilday.com.au or call 1300 65 65 85.

Ends

Media tools including daffodil images are available at www.daffodilday.com.au

Media contact: Lisa Burstall on 6233 2172
or email: lbustall@cancertas.org.au