

FAST FACTS

Friday 24 August 2007 is Daffodil Day

- **Website:** www.daffodilday.com.au
- **Infoline:** 1300 65 65 85
- Daffodil Day is the largest national fundraising event of its kind in the Southern Hemisphere funding cancer research, advocacy, health promotion and support and information services.
- The daffodil is the international **symbol of hope** for all touched by cancer.
- This year, Daffodil Day hopes to raise **\$8 million nationally and \$250,000 in Tasmania** to fund the cancer control initiatives, support services and health promotion programs of The Cancer Council Australia's eight state and territory member organisations.
- More than **300 volunteers** are expected to staff over **80 Daffodil Day** stall sites across Tasmania.
- Each day six Tasmanians are diagnosed with cancer; that's over 2440 a year. More than 1000 of these will die of the disease.
- The Cancer Council Tasmania directly helped more than 2000 people last year and distributed over 72,000 information resources statewide. The Cancer Council Helpline answered 802 calls last year.
- Money raised on Daffodil Day will also go towards Tasmanian research into a wide variety of cancers. In 2007, the Cancer Council Tasmania allocated nearly \$300,000 to Tasmanian based cancer research projects.

Members of the public can help to continue the fight against cancer by:

- **Volunteering** a few hours of their time to sell fresh daffodils or event-related merchandise on Daffodil Day stalls on 23 or 24 August; or by
- Ordering a **pre-packed box** of merchandise to sell to friends, colleagues or customers during August (ordered on a sale or return basis).

Event-related merchandise

- The Daffodil Day merchandise range includes fresh daffodils, silk ribbons \$3; wristbands \$3; lip balm \$5; soccer balls \$6; lapel pins \$5 & \$10; pens \$5; and Dougal the Daffodil Day bear \$7.
- Daffodil Day merchandise is available from volunteer sites on the day or from the following national supporters throughout August:
Coles, ANZ, Medicare Australia, Miller's Fashion Club, Quix, Rockmans Be Me, Crossroads, Bay Swiss, Zamels, Viviens, Healthy Life Stores and DVC stores.
- Coles will also donate part proceeds from the sale of fresh daffodil bunches in the lead-up to Daffodil Day.

Daffodil images are available at www.daffodilday.com.au/media/

Media contacts: Lisa Burstall, Manager Fundraising on 0419 525 080 or Cathie Shirley, Director Fundraising & Development, The Cancer Council Tasmania, Tel: 0438 081 869