

Daffodil Day



MEDIA RELEASE

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With you we have hope

As The Cancer Council Tasmania prepares for one of its biggest fundraising events this Friday August 24, the Daffodil Day message is one of real hope.

The Cancer Council Tasmania CEO Lawson Ride says the daffodil is a universal symbol that brings hope for all people affected by cancer.

“Community support for Daffodil Day lets us fund more research and provide more support for cancer patients and their families,” Mr Ride says.

“While one in three people are diagnosed with cancer in their lifetime, they have a better than even chance of successful treatment nowadays thanks to advances funded by events like Daffodil Day. But we still have a long way to go,” he says.

Nationally, Daffodil Day hopes to raise \$8 million while in Tasmania the target is around \$250,000.

This Thursday and Friday stall sites will spring up at shopping centres around the state staffed by dedicated volunteers. As well as fresh daffodils, the ever-popular Dougal Bear, funky yellow “hope” wristbands and pins and pens will go on sale.

Many retail outlets are also selling merchandise during August: Coles, ANZ, Medicare Australia, Miller’s Fashion Club, Quix, Rockmans and BeMe, Crossroads, Bay Swiss, Zamefs, Vivien’s Jewellers, Healthy Life and DVC stores.

Coles will also donate part proceeds from the sale of fresh daffodil bunches in the lead-up to Daffodil Day.

Daffodil Day Fast Facts Document to follow

ENDS

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