



MEDIA RELEASE

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Daffodil Day Believers Show Their Support

The Cancer Council Tasmania has thanked the Tasmanian community for its generous support of the 2005 Daffodil Day Campaign. To date, over \$184,000 has been banked for the event, well on the way to the target figure of \$200,000.

Funds raised are allocated across the Council's programs of research, advocacy, health promotion and support and information with income from national sponsors still to be added for a total figure.

The Cancer Council Director of Fundraising & Communication, Cathie Shirley said with additional funds due in from national sponsors later in the year, The Cancer Council was optimistic about reaching its target income.

"Obviously achieving a good income result is important for the continuation of our services but the event is more than just a fundraiser", Ms Shirley said.

"Daffodil Day is also about demonstrating support for our family and friends with cancer and remembering those we have lost. The Campaign message clearly conveys that there is life and hope after a cancer diagnosis"

"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. "

More than 1090 businesses and organisations supported Daffodil Day 2005 with strong support shown for the volunteer stall sites at shopping centres and supermarkets that contributed nearly \$84,000 to the total income figure.

Ms Shirley also acknowledged the support of the print and electronic media and Campaign sponsors Coles Cares, ANZ, Amcal Chemists, HIC Medicare, Quix, Rockmans, BeMe, Millers Fashion Club, Cartridge World and Plants Plus as well as the many local businesses that took merchandise to sell.

"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," she said

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