

Media Release

For immediate release:

Daffodil Day to be held on 28th August 2015



New daffodil range gives hope for cancer-free future

Show you care about beating cancer this Daffodil Day

Cancer Council's Daffodil Day on 28th August represents hope for a cancer-free future and raises vital funds for cancer research, patient support and prevention programs.

To raise money for the charity, this year's Daffodil Day range includes the best-selling enamel pin (\$5), daffodil pens (\$6), the cute and collectable 'holiday' Dougal Bear (\$10), navy and yellow daffodil bag (\$1) and of course bunches of fresh daffodils (\$7). Daffodil Day is a symbol of hope for everyone living with cancer.

Coles supermarkets and Coles Express are once again working with Cancer Council to help raise millions of dollars for Daffodil Day on 28th August. Customer donations and funds raised from the 2015 range of merchandise will go directly to Cancer Council support services in each State and Territory.

Peppa Pig joins the Cancer Council team this year as an ambassador with branded merchandise available exclusively at Coles and Coles Express including Peppa Pig stickers (\$4) and water bottles (\$8). Coles supermarkets will also have exclusive Peppa Pig reusable shopping bags (\$2).

On Daffodil Day, 2 cents per litre of Shell fuel sold by Coles Express will be donated to Cancer Council. Daffodil Day merchandise is available in Coles Express from 2nd July and Coles supermarkets from 29th July.

Items from the Daffodil Day range can also be purchased nationally from HCF, Rockmans, beme, Spotlight, Anaconda, and selected newsagents through Gordon and Gotch. StarTrack will once again provide pro bono support to Cancer Council for Daffodil Day by delivering merchandise around Australia free of charge.

How to get involved

Getting involved is easy. Register to volunteer, order a merchandise box or donate by visiting www.daffodilday.com.au, phone 1300 65 65 85 or find us on Facebook www.facebook.com/daffodildayaustralia

For the social media savvy, upload a photo of yourself wearing a pin at www.daffodilday.com.au/icare with a message of support or upload to Facebook or Instagram using the hashtag #mydaffodilpin.

Why support Daffodil Day?

With around 360,000 Australians currently living with cancer and a further 350 people told they have cancer every day, it's likely most people will know someone affected by the disease in some way.

To raise vital funds for cancer research and support programs, Australians are being urged to wear a daffodil pin badge for someone they know on Daffodil Day.

Actress Marta Dusseldorp from the Australian TV series A Place to Call Home wears a pin for her brother who passed away after being diagnosed with T-cell leukemia.

"I was 8 years old when my brother was born and my mother's instinct was that something was wrong. He was diagnosed with T-cell leukemia. The more money that's raised the more research can be done. More and more children are surviving and that's not going to stop, that's only going to get better. I wear a daffodil for my brother," said Marta.

This year, Cancer Council hopes to raise \$9 million with the help of volunteers selling Daffodil Day merchandise during August.

How donations can help...

\$5 Can help Cancer Council give a newly diagnosed cancer patient support and information resources for what is ahead.

\$10 Can help provide online support for patients and their families to learn more about their cancer risk, and what a diagnosis means, from the comfort of their own home.

\$25 Can provide a cancer patient with financial advice on budgeting, superannuation, insurance and debt management.

\$50 Can help fund a call to a cancer nurse on 13 11 20, that provides free information and support on all aspects of cancer.

\$100 Can help fund ground-breaking research into new and better ways to prevent, diagnose and treat cancer.

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