

Media Release

For immediate release:

Daffodil Day to be held on 28th August 2015



Show you care about beating cancer on Daffodil Day

Who will you wear a daffodil for on 28th August?

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 Cancer Council daffodil pin on 28th August to show support for someone they know who has been affected by cancer. It could be a family member, work colleague, or neighbour, when it comes to beating the disease everyone has what it takes to help.

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.

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 by Coles and Coles Express from the 2015 Daffodil Day 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. Coles Express sites will generously donate 2 cents from every litre of Shell fuel sold on Daffodil Day, Friday 28th August.

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.

Buy Daffodil Day merchandise

Items from the Daffodil Day range can be purchased at selected national supporting outlets from July including Coles supermarkets, Coles Express sites, 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.

Daffodil Day stalls will also be set up by volunteers near local shopping areas, train and bus stations and other major locations.

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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