

WITH YOUR HELP, THERE IS HOPE



# Media Pack

## Daffodil Day 2007

### Friday 31<sup>st</sup> August



**National Media Enquiries:**  
Catherine Saunders, tel: (09) 378 4797  
Dawn Neville, mob: 027 4444 150

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## WITH YOUR HELP, THERE IS HOPE

### WAYS THE MEDIA CAN HELP

There are many ways the media can 'do their bit' for Daffodil Day, and we'd very much appreciate whatever assistance you can offer to the cancer cause. Here are a few easy ideas:-

#### BEFORE (From 1-30<sup>th</sup> August)

- **Write a news story about Daffodil Day approaching:** remember activities start at the beginning of August - a colourful piece reminding people what all the fuss is about would let people know what's coming to a street near them! See our Media Release for more information (next page)
- **Embed our TV Commercial on the front page of your website:** (and even better, leave it up until after Daffodil Day)
- **Write a human interest story:** one of our volunteers may be happy to talk to you – please contact us if you'd like to pursue this *in advance of Daffodil Day*.
- **Write a news story about Daffodil Day approaching:** there are lots of events taking place nationwide that you can announce

#### ON THE DAY (Friday 31<sup>st</sup> August)

- **Reproduce our page-ready artwork:** advertorials about the event and ways to donate are at your fingertips on our website – where you can download them in high resolution format
- **Write up a news story about Daffodil Day:** there are lots of events taking place nationwide that you can announce. See our Media Release for more information (next page)
- **Send a photographer to one of our events:** please contact us if you have a specific region in mind
- **Write a news story about our volunteers:** there are lots of people involved with daffodil day

#### AFTERWARDS (1<sup>st</sup> – 7<sup>th</sup> September)

Write a summary of everything that happened on the day – you could include interviews with anyone interesting you caught up with on the street!

We hope you will also run a thank-you notice from ourselves which we will issue nearer the time.

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## **MEDIA RELEASE**

Embargoed to 24<sup>th</sup> August 2007

### **Hip hooray, it's time for Daffodil Day!**

Spring has finally announced its arrival with the brightly coloured daffodils now in full bloom. As well as giving us a feeling of renewed hope, the arrival of these cheerful flowers also mark the build-up to an event that has been capturing the heart of New Zealanders for 17 years – the **Cancer Society's Daffodil Day** (Friday 31<sup>st</sup> August).

Over 7,000 dedicated volunteers and hundreds of keen employees from the Cancer Society and its principal sponsor, The National Bank, will be out in force on a street near you this August.

In the build-up to this iconic national event, street collectors, flower couriers, fund-raisers, event organisers, and enthusiasts get involved. It's all for a worthy cause - to help the Cancer Society to continue with its essential and life-saving work. Tens of thousands of dry and fresh daffodils are ready to be distributed to street collected and businesses during that week.

With 1 in 3 New Zealanders affected by cancer, the Cancer Society are sadly a busy lot. Which is why it's all the more important we dig deep in our pockets at this time of year; after all without our donations they couldn't exist.

The organisation says the money stays in the community it's given in, so your donation will be used to provide free services to people affected by cancer in your area, whether that's emotional support, practical assistance or advice.

But Daffodil Day is about much more than raising funds. You'll often see the people involved on the day in high spirits, donning their Cancer Society vest, or in bright yellow fancy dress. That's because Daffodil Day is as much about people having fun together, and a symbol of hope, as it is about fund-raising.

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37 year old breast cancer survivor, Pollyanne Taare, has been a Daffodil Day volunteer for six years. Pollyanne, a *mother of two children*, is now a Health Promoter for a breast cancer organisation. She was moved to get involved following the support she and her family received from the Cancer Society's Rotorua and Gisborne centres during her recovery. She says:

"It was incredible. You don't know just how good the service is until you need it, I would have been lost without the support of the Cancer Society.

"So many people are affected by cancer, and I get a huge sense of achievement from giving back, helping a good cause and raising awareness."

There are many ways to Donate this Daffodil Day: Call **0900 31111** to make an instant \$20 donation from your phone account, Text "**dday**" to **883** to make a \$3 donation, donate **online** at [www.daffodilday.org.nz](http://www.daffodilday.org.nz), or look out for our street collectors / householder envelopes. Businesses can also help out by buying bunches of daffodils from their local Cancer Society displaying a collection box on their reception.

Daffodil Day 2007 also marks the launch of the new website. Lots of features have been added including a merchandise area, where you can order some lovely Daffodil Day gifts, an easy and secure online donation form, or you can watch the TV Commercial and listen to our radio appeals.

To get involved, contact your local Cancer Society division, or hop into the website.

### Notes to Editor

#### For national media enquiries, please contact:

**Catherine Saunders**

Daffodil Day PR Co-ordinator

Tel: (09) 378 4797

Email: [cathsaunders@xtra.co.nz](mailto:cathsaunders@xtra.co.nz)

**Dawn Neville**

Daffodil Day PR Consultant

Cell: 027 4444 150

Email: [dln@cancer.org.nz](mailto:dln@cancer.org.nz)

For a list of regional media contacts, please see the last page of the Mediapack.

#### Our Principal Sponsor

The National Bank of New Zealand has been the valued principal sponsor since Daffodil Day began, and makes a major contribution to the campaign each year. In addition to their financial support, The National Bank employees from branches and business units across New Zealand enter into the spirit of Daffodil Day by raising significant funds for the cause. Their enthusiasm helps to focus the nation's attention on the event every August.

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### About Daffodil Day

Daffodil Day, the **Cancer Society of New Zealand's** flagship annual event, is one the most important fundraising and awareness campaigns in the country.

Since 1990, this iconic event has inspired people from across the country to come together and support the Cancer Society's work. As well as providing an opportunity to raise awareness of cancer in New Zealand, Daffodil Day is the main funding source for the Cancer Society.

Donations will go towards vital scientific research into the causes and treatment of all types of cancer, as well as providing a wide range of support services, education and awareness campaigns / programmes for people affected by cancer in your area.

We use the daffodil as our symbol as it is one of the first flowers of spring, whose bright yellow blooms remind us of the joys the new season will bring. It represents the hope there is for the 1 in 3 New Zealanders affected by cancer.

With the help of the media and the public, we have the hope of reducing the incidence and impact of cancer in New Zealand.

The **National Bank of New Zealand** is the proud principal sponsor of the event, and the hard work of its employees helps focus the nation's attention on our cause every year.

### Ways to Donate

#### Call 0900 31 111

Make an instant \$20 donation by dialing 0900 311 11, which will automatically be charged to your telephone account.

#### Text:

It's quick and easy to donate from your cell phone - simply text "dday" to 883 to make an instant \$3 donation. (During August & from Telecom / Vodafone cell phones only).

#### Online @ [www.daffodilday.org.nz](http://www.daffodilday.org.nz)

Tell us the amount you'd like to donate and enter your credit card details on our secure and easy online donation form. They'll do the rest!

#### Cash Donations:

Make a cash donation to our street collectors in exchange for a daffodil, during the week of Friday 31<sup>st</sup> August. Also lookout for the 'householder' envelope – coming to a letter box near you!

### Merchandise

There is a range of Daffodil Day merchandise available which makes great gifts and is another great way to help the cause. These are now available to order on our website at [www.daffodilday.org.nz](http://www.daffodilday.org.nz).

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### How Are Funds From Daffodil Day Used?

The donations made on Daffodil Day are crucial to reducing the incidence of cancer and ensuring the best cancer care for everyone in New Zealand.

The funds are allocated to numerous important initiatives each year across the country by the Cancer Society, including:

**Raising awareness:** delivering educational programmes aimed at members of the public and schoolchildren, designed to promote healthier lifestyles and reduce the incidence of cancer – such as *SunSmart*, *LiveSmart* and *SmokeFree*.

**Supporting people affected by cancer:** the Cancer Society provides a range of support services for people with cancer and their families, friends and carers including its freephone **0800 CANCER** (0800 226 237) Helpline, information on treatments / living with cancer, and help with accommodation and transport.

**Scientific Research:** funding world class cancer research projects in New Zealand into the causes and treatments of cancer.

**Campaigning:** the Cancer Society is a strong advocate for people affected by cancer, and is the only organization to encompass all types of cancer.

**Information Resource:** The Cancer Society has developed one of the country's largest information resources on all types of cancers and treatments.

For more information about what we do, please visit the Cancer Society's website at [www.cancernz.org.nz](http://www.cancernz.org.nz).

### The impact of cancer in NZ

- 1 in 3 New Zealanders are affected by cancer
- Around 9,400 men and 8,200 women develop Cancer each year in New Zealand.
- Of these around 4,100 men and 3,500 women die.
- There are around 1,600 new cases of Melanoma each year, and about 250 deaths.
- Around 4,700 New Zealand deaths each year are caused by smoking.
- Around 350 non smokers a year die of passive smoking.
- Poor nutrition, lack of physical activity and obesity can independently increase the risk of Cancer; collectively they can have an effect that is similar in magnitude to that of tobacco.
- Maori smoking rates are high. 2001 data suggests half of Maori adults smoke compared to 21 per cent of pakeha adults.
- About 70 per cent of all Cancer patients need extensive surgery or radiotherapy in hospital.

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## **National & Regional Media Contacts**

For more information visit our Media Room:- [www.daffodilday.org.nz](http://www.daffodilday.org.nz)

### **National**

For national media enquiries, including quotes from the Chief Executive, please contact:

#### **Catherine Saunders**

Daffodil Day PR Co-ordinator

Tel: (09) 378 4797

Email: [cathsaunders@xtra.co.nz](mailto:cathsaunders@xtra.co.nz)

#### **Dawn Neville**

Daffodil Day PR Consultant

Cell: 027 4444 150

Email: [dln@cancer.org.nz](mailto:dln@cancer.org.nz)

### **Regional**

For regional media enquiries, please speak in the first instance to your local Daffodil Day co-ordinators.

#### **Auckland**

Phil Briars - Tel: 09 308 0169 / Mob: 021 626 713

Email: [pbriars@akcansoc.org.nz](mailto:pbriars@akcansoc.org.nz)

#### **Waikato / Bay of Plenty**

Jo Bell - Mob: 021 77 59 73

Email: [jobell@cancersociety.org.nz](mailto:jobell@cancersociety.org.nz)

#### **Central** (Poverty Bay, Hawke's Bay, Taranaki, Manawatu & Surrounds)

Faye James - Tel: 06 356 5355

Email: [faye.james@cancerpn.org.nz](mailto:faye.james@cancerpn.org.nz)

#### **Wellington / Nelson / Tasman / Marlborough / Wairarapa**

Katherine Monks – Tel: (04) 389 8421 / 021 488 552

Email: [katherinem@cancersoc.org.nz](mailto:katherinem@cancersoc.org.nz)

#### **Canterbury / West Coast**

Jane Sherriff – Tel: 03 379 5835

Email: [jane@canty.cancernz.org.nz](mailto:jane@canty.cancernz.org.nz)

#### **Otago / Southland**

June Mills - Tel: 03 477 7447

Email: [june@cansoc.org.nz](mailto:june@cansoc.org.nz)

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