

Media Release

1st August, 2016



Cancer Society welcomes spring with annual Daffodil Day

The Cancer Society's annual flagship event Daffodil Day - one of the most important fundraising and cancer awareness events - falls this year on Friday, 26 August New Zealand wide.

Now in its 26th year, Daffodil Day raises awareness of cancer and is the biggest generator of funds for the Cancer Society. The daffodil is one of the first flowers of the spring season and with its bright yellow bloom represents hope for the one in three New Zealanders affected by cancer each year.

ANZ has been the principal sponsor of Daffodil Day since the event began. Donations received will go towards vital research into the causes and treatment of all types of cancer as well as providing a range of support services, information, health promotion and education programmes to reduce cancer risk, awareness campaigns and programmes for people affected by cancers.

More recently, the Cancer Society has advocated heavily for PHARMAC to fund melanoma drugs Opdivo and its alternative Keytruda with CEO Claire Austin presenting at the Labour Party's Health Summit in the week leading up to the June budget. Austin says the positive progress made in the last twelve months around cancer care in New Zealand is in the past now and there are new areas of focus.

"We have made huge strides over the past year with the generous donations from caring individuals. We want to continue to advocate and continue to provide quality care for cancer patients and their whanau in New Zealand and we are confident Daffodil Day will allow us to do that," commented Austin.

"There is still a lot of inequity in New Zealand for those with cancer. Transport support options are different and often unfair depending on where you live in New Zealand. On top of this, it's difficult to get financial support if you can't work because of cancer and this should be a priority for the government.

"We help those who fall through the cracks and advocate for fairness for all patients. We thank those who donate to allow us to provide this support" said Austin.

People wanting to donate to progress the research and support those affected by cancer can do so by donating directly with a street collector, at any ANZ branch, by texting 469 to instantly donate \$3, or online at daffodilday.org.nz.

ENDS

For more information, contact:

Name

Number



Cancer Society Information

The Cancer Society New Zealand has spent over \$6M on cancer research in the past year to reduce the incidence and impact of cancer. Over \$1.8M was spent on the national research grant round, including \$392,500 on the Social and Behavioural Research Unit housed at the University of Otago.

The Society's six divisions spent the following on research: Auckland and Northland, \$3.142million; Waikato and Bay of Plenty, \$529,054; Central Districts, \$175,773; Wellington, \$479,100; Canterbury and West Coast, \$400,318; Otago and Southland, \$181,246.

Over 500,000 daffodils will arrive at the Cancer Society centres around the country this week to be sold by street collectors in an effort to fundraise for the charity. Pin badges, potted daffodils and Daffodil Day bears will also be sold to raise funds to support the work of the Cancer Society around care, research and services.

Daffodil Day has been the Cancer Society's biggest fundraiser for over 26 years nationally and ANZ has been the principal sponsor since from the start. The Cancer Society receives no government funding and relies solely on donations and sponsorships to fund cancer care services provided and research around cancer awareness.

Donations help fund the Cancer Society's services such as the volunteer driving service available to cancer patients in New Zealand. Each year approximately 23,200 trips are made, providing transport to almost 2,400 patients and covering 958,300 km. Donations also help the Society provide accommodation across the road from the major hospitals in New Zealand, with 47,000 bed nights across five divisions - that's the equivalent of 125 beds full every day of the year.

Donations also help fund the Cancer Society's free information service which receives over 11,000 inquiries through the 0800 CANCER helpline providing over the phone support and advice for cancer patients and their family.

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