

For  
Someone  
I know

## DAFFODIL DAY 2016 FACT SHEET

- Daffodil Day is on Friday 26 August, 2016.
- [daffodilday.com.au](http://daffodilday.com.au)
- 1300 65 65 85
- [facebook.com/daffodildayaustralia](https://facebook.com/daffodildayaustralia)
- [#daffodilday](https://twitter.com/daffodilday)
- The daffodil is the international symbol of hope for everyone affected by cancer.

### Buy a Pin

- Buy a Cancer Council daffodil pin on Daffodil Day.
- Daffodil Day stalls near local shopping areas, train and bus stations and other major locations will be selling Daffodil Day pins and other merchandise on 26 August, 2016.

### Dedicate a daffodil

- Text HOPE to 1999 88 77 to donate \$5/sms and dedicate a daffodil to someone you know.\*
- Supporters can also dedicate a daffodil to some they know via the [Daffodil Day website](http://Daffodil Day website) or [Facebook](https://facebook.com/daffodildayaustralia) page.
- Cancer Council will be selecting special Daffodil Day dedications to feature in the campaign.

*\*\$5 donation charge will appear on your mobile bill or usage history. Each donation cost \$5 per sms. Donations are available on eligible plans, except Optus prepaid. We may keep you updated by phone/email. To opt-out? Call 1300 65 65 85 or for more information, please visit [daffodilday.com.au](http://daffodilday.com.au).*

### Other ways to support

- Volunteer
- Order a merchandise box
- Donate online
- Buy merchandise
- Buy fuel from Coles Express on Daffodil Day\*\*

For more information, visit [daffodilday.com.au](http://daffodilday.com.au)

*\*\*For full terms and conditions, visit [daffodilday.com.au](http://daffodilday.com.au).*

### Statistics

- It is estimated that over 1.1 million Australians have either survived a diagnosis or are currently living with cancer.
- It is estimated that over 130,000 Australians will be diagnosed with cancer this year (this means over 350 Australians each day are diagnosed with cancer).
- 1 in 2 Australian men, and 1 in 3 Australian women will be diagnosed with cancer by the age of 85.
- Today, more than 65% of people will still be alive five years after a cancer diagnosis. This is an increase of more than 20% since the 1980s.

# For Someone I know

## Daffodil Day National Partners

### Primary partner

#### **Coles Express**

Coles Express is a proud partner of Daffodil Day again in 2016. Coles Express has raised over \$3 million dollars for Cancer Council since getting involved in the campaign in 2011. All of the funds raised from Coles Express for Daffodil Day go towards local Cancer Council support services.

### Major partners

- **StarTrack** has been a long-standing partner of Daffodil Day and 2016 will mark its 16th year of providing in-kind support for this important cause. StarTrack provides a pro bono service to the Cancer Council for Daffodil Day by delivering merchandise around Australia free of charge.
- **Gordon and Gotch**

### Corporate supporters

- **Rockmans**
- **BeMe**
- **Spotlight**
- **Anaconda**
- **Forty Winks**

## Spokespeople and Celebrity Ambassadors

- Professor Sanchia Aranda, CEO of Cancer Council Australia
- Shannan Ponton
- Michael Clarke
- Barry Du Bois
- Marta Dusseldorp
- Peppa Pig

## About Cancer Council

Cancer Council is the nation's peak non-government cancer control organisation. Cancer Council Australia and its members, the state and territory Cancer Councils, work across the full spectrum of cancer, including patient support, public education, prevention campaigns, clinical guidelines, public policy and research. Cancer Councils are Australia's biggest independent funders of [cancer research](#) investing, with our research partners, more than \$70 million in 2015.

For more information and news from Cancer Council, visit:

- [cancer.org.au](http://cancer.org.au)
- Instagram @cancercouncil
- Twitter @cancercounciloz
- YouTube /cancercouncilaust
- Pinterest /cancercouncil



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PRIMARY PARTNER

