



For
Someone
I know

Media Release

Text to donate to Cancer Council this Daffodil Day

*Australians can text to donate and dedicate a daffodil to someone they know on
Cancer Council's Daffodil Day Friday 26 August, 2016*

Cancer Council is encouraging Australians to 'text to donate' and dedicate a daffodil to support Australians impacted by cancer for this year's Daffodil Day (Friday, 26 August).

From **5 July**, for the first time, Australians will be able to use their phones or head online to dedicate a virtual daffodil to someone they know. Selected dedications will then be chosen to feature in the campaign.

All Australians need to do is text HOPE to 1999 8877 and a \$5/sms* donation will automatically be incorporated into their mobile bill – a follow-up text message will enable Australians to personalise and share their daffodil dedication. Daffodil dedications will also be available via Facebook and on the Daffodil Day website (daffodilday.com.au).

Cancer Council Australia CEO, Professor Sanchia Aranda, said Cancer Council was one of the first charities in Australia to enable supporters to donate via text, an initiative made possible thanks to the Telco Together Foundation and the Text Giving Working Group, who selected Cancer Council's Daffodil Day as a pilot program for their premium SMS Mobile Giving Project.

"Daffodil Day is one of Cancer Council's most well-known fundraising events," Professor Aranda said. "We want to provide a new and more personal way for Australians to show their support.

"More than one million Australians are currently living with cancer or have survived a cancer diagnosis – unfortunately almost all of us know someone living with cancer. Sadly, too many of us have also lost loved ones to this horrible disease.

"We are encouraging Australians to show their support for someone they know by donating via text message and dedicating a daffodil – it could be a family member, friend, colleague, carer or someone else who has inspired you. Money raised will fund Cancer Council's vital research, support services and our public education and prevention campaigns."

Daffodil Day pins and merchandise will be available to purchase from stalls around the country on 26 August, 2016.

Celebrity health and fitness expert Shannan Ponton, cricketing legend Michael Clarke, TV presenter Barry Du Bois, actor Marta Dusseldorp and much loved children's TV star Peppa Pig are all getting behind Daffodil Day this year and encouraging Australians to show their support for Cancer Council.

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“Cancer is the only thing that really scares the hell out of me! It's such an indiscriminate, insidious disease,” said Shannan. “Stats don't lie - 1 in 2 males and 1 in 3 females will develop cancer by the age of 85.

“If it ever happened to someone I love, I would want to know their treatment was informed by the very best research and that they could access the very best compassionate support. As well as funding vital research, Cancer Council provides a range of support services. I'm proud to be a Cancer Council Ambassador having experienced first-hand the difference they make.”

Daffodil Day raises vital funds for, and awareness about the work of Cancer Council including research, patient support services and prevention programs, helping support the 350 Australians diagnosed with cancer each day.

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.

How to get involved

- **Dedicate a daffodil**

Text HOPE to 1999 8877 to donate \$5/sms, visit daffodilday.com.au or the Daffodil Day Facebook page. Cancer Council will be selecting special Daffodil Day dedications to feature in the campaign.*

- **Buy a pin on 26th August, 2016**

Daffodil Day stalls near local shopping areas, train and bus stations and other major locations will be selling Daffodil Day pins and other merchandise.

- **Volunteer**

Volunteers can give their time to help set up Daffodil Day stalls on 26th August, 2016 and sell Daffodil Day pins and merchandise in locations across Australia. To register as a volunteer, visit daffodilday.com.au.

- **Order a merchandise box**

Merchandise can be ordered by individuals, clubs, schools or workplaces. To order, visit daffodilday.com.au.

- **Donate online**

To donate online, visit daffodilday.com.au.

- **Buy merchandise**

Items from the Daffodil Day range can be purchased in July and August from Coles Express sites.

Items from the Daffodil Day range can be purchased in August from other selected national supporting outlets Rockmans, BeMe, Spotlight, Anaconda, Forty Winks and selected newsagents through Gordon and Gotch.



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- **Buy fuel from Coles Express on Daffodil Day**

*Fill up your vehicle at any Coles Express site across Australia on Daffodil Day (26th August 2016 only) and Coles Express will donate 2 cents from every litre of fuel sold to Cancer Council.***

Daffodil Day National Partners

Primary partner

- Coles Express

Major partner

- 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

More information

- daffodilday.com.au
- 1300 65 65 85
- [facebook.com/daffodildayaustralia](https://www.facebook.com/daffodildayaustralia)
- [#daffodilday](https://twitter.com/daffodilday)

**\$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.*

***For full terms and conditions, visit daffodilday.com.au.*

ENDS



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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
- Instagram @cancercouncil
- Twitter @cancercounciloz
- YouTube /cancercouncilaust
- Pinterest /cancercouncil

Note to Editors:

The following are available for interview about Daffodil Day on request -

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

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PRIMARY PARTNER

