



For
Someone
I know

Media Release

9 August 2016

2.8 million reasons for Australians to support Daffodil Day

Cricket legend Michael Clarke encourages Australians to Text to Donate and Dedicate a Daffodil to someone they know

More than 2.8 million Australians have been diagnosed with cancer over the 30 years since the first ever Daffodil Day was held in Australia, prompting Cancer Council and its ambassadors to call on Australians to dedicate a daffodil to 'someone they know' – to help continue the improvements in cancer survival achieved since 1986.

The new initiative has been launched by Cancer Council in the lead-up to Daffodil Day, which will be held on 26 August this year.

Cricket legend and Cancer Council ambassador, Michael Clarke, said the huge number of Australians diagnosed meant that all of us knew someone who had been directly affected by cancer.

"According to Cancer Council, one in two Australians will be diagnosed with cancer in their lifetime," Mr Clarke said. "The good news is that overall survival has improved by around 40 per cent over the past 30 years. Cancer Council has been involved in everything over that period, leading the non-government research agenda, running prevention campaigns, and encouraging governments to invest more in screening and prevention.

"In support of that work, and as part of this promotion, I'm dedicating a daffodil to my dad - who has had both Hodgkin's lymphoma and prostate cancer. It's an opportunity to show my support for a loved one and also acknowledge the work that the Cancer Council has done over the past 30 years to raise awareness and improve the lives of people impacted by cancer."

Cancer Council Australia CEO, Professor Sanchia Aranda, said Cancer Council is 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. Selected dedications from the campaign will appear as part of the creative for the campaign – with dedications popping up on bus stops and outdoor screens around the country.

"Daffodil Day is one of Cancer Council's most well-known fundraising events," Professor Aranda said. "We wanted to provide a new and more personal way for Australians to show their support and also in particular recognise the Australians who give the event its meaning.

"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.



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“Personally, this year I’ll be dedicating my daffodil to my niece, Terri.”

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).

Other celebrities supporting the campaign include Barry Du Bois, Peppa Pig, Shannan Ponton and Marta Dusseldorp.

**\$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.*

ENDS

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.

Note to Editors:

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

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

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