

## Media Release

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### Support the Daffodil Day Appeal and give more than hope this August

Cancer Council is urging Australians to show their support for the Daffodil Day Appeal this August by donating to life-saving research to give more than hope to those affected by cancer.

The Daffodil Day Appeal will take place throughout August, culminating in Daffodil Day on Friday 23 August 2019.

Thanks to investment in research over many years, amazing advancements have been made in cancer prevention, screening and treatment - helping to increase Australian survival rates from 49% in the 1980s to 69% today.

This year, Daffodil Day celebrates 33 years of turning Australia yellow, with Cancer Council aiming to raise more than \$4 million for cancer research through online donations, and by recruiting more than 8,600 volunteers to staff around 1,370 sites on Daffodil Day.

Cancer Council and its research partners direct almost \$60 million annually to research grants for vital research projects across Australia, making the organisation the largest not-for-profit funder of cancer research in Australia.

Cancer Council Australia CEO Professor Sanchia Aranda said that funds raised through the Daffodil Day Appeal will go towards funding cancer research, with the potential to find the next breakthrough in cancer treatment or detection.

“Despite advances made in research and improving survival rates for many cancers, we know that 1 in 2 Australians will be diagnosed by the age of 85. By supporting the Daffodil Day Appeal, you will help us invest in cutting-edge, life-saving research to give Australians hope for a cancer free future,” Prof Aranda said.

“Cancer Council works across every aspect of cancer, but we rely on the generosity of community donations to help fund our work. We want to encourage everyone to get involved this Daffodil Day, with the knowledge that your involvement will give hope to everyone affected by cancer.”

There are many ways to support the Daffodil Day Appeal; donate online, volunteer your time, or buy a daffodil pin or fresh daffodils on Friday 23 August.

For more information or to get involved, visit [www.daffodilday.com.au](http://www.daffodilday.com.au) or call 1300 65 65 85.

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#### About Cancer Council

Cancer Council is Australia’s leading cancer charity working across every aspect of every cancer. Every day, we support families affected by cancer when they need it most, speak out on behalf of the community on cancer issues, empower people to reduce their cancer risk, and find new ways to better detect and treat cancer. With your help, we’re getting closer to a cancer free future every minute, every hour, every day.

#### About Daffodil Day

Daffodil Day is Cancer Council's most iconic and much-loved fundraising campaign. It is a day of hope when Australians show their support for the people they know (or even those they don't know) who have been affected by cancer. 2019 marks the 33<sup>rd</sup> year of Daffodil Day in Australia, with funds raised supporting vital research for a cancer free future.

Find out more at [www.daffodilday.com.au](http://www.daffodilday.com.au)

### **National Cancer Statistics**

- An estimated 145,000 new cases of cancer will be diagnosed in Australia this year, with that number set to rise to 150,000 by 2020.
- 1 in 2 Australians will be diagnosed with cancer by the age of 85.
- Today, 69% of people will survive five years after a cancer diagnosis. This is an increase from 48% in the 1980s.
- The number of Australians living with or beyond cancer is expected to increase by a staggering 72% in the next 22 years. By 2040, 2 million Australians will be living with, or beyond cancer.