MEDIA RELEASE

Coles raises a record $1.6 million for Daffodil Day

October 2010

Coles has celebrated its 15th year of support for Cancer Council by raising a record $1.6 million in donations, including the sale of 1,257,690 daffodils, 134,562 reusable 'yellow' Daffodil Day bags and other merchandise for its Daffodil Day campaign.

Coles has been a proud supporter of Daffodil Day since 1996, and its customers and staff nationally have now raised more than $10 million to support the Cancer Council Helpline (13 11 20) – an important free telephone information and support service for cancer patients, carers, friends, family, teachers, students and anyone affected by cancer or wanting to learn more about cancer.

Proceeds raised by Coles will go towards the ongoing training and development of Cancer Council Helpline staff and volunteers which ensures callers have access to support services and timely evidence-based information on cancer prevention, early detection, what a diagnosis means and what treatment involves. More than 140,000 people a year call the Cancer Council Helpline seeking support and information.

Stuart Machin, Coles Operations Director, thanked customers for their generosity in helping Coles reach a record donation.

"This is the biggest Daffodil Day fundraising in Coles' history, and shows that cancer remains a concern for all Australians. It is important that we continue to support our friends, relatives or loved ones who may be touched by cancer at some time in their lives," Mr Machin said.

"We're proud to support services such as the Cancer Council Helpline, which provides invaluable assistance to those in need."

Professor Ian Olver, CEO of Cancer Council Australia, said that Daffodil Day was an important time for Australians to work together to help reduce the burden of cancer on the community.

"We are making tremendous progress in the fight against cancer," Professor Olver said.

"With new targeted therapies, successful screening programs for mammography, cervical and bowel cancer, and prevention programs that encourage more Australians to quit smoking and adopt other healthy lifestyle measures, the rate of deaths from cancer is on the decline."

He said the ongoing support of Coles in raising awareness and funds for Cancer Council Helpline helped ensure the service could meet Australia's growing demand for information on how to reduce their risk of cancer.

"Cancer Council Helpline is a vital service, especially for those in rural and remote areas of Australia where it is more difficult to access health services. We are grateful to Coles and its customers for continued support of Daffodil Day."

For more information about Cancer Council Helpline visit www.cancer.org.au or call 13 11 20 (local call cost from anywhere in Australia, mobiles excluded).

Daffodil Day the largest fundraising event of its kind in the southern hemisphere. The daffodil is an international symbol of hope and Daffodil Day aims to give hope for a brighter future for all Australians

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