

March 25, 2010

April is Daffodil Month in Parksville

Parksville, BC — Mayor Ed Mayne has proclaimed April 2010 as Canadian Cancer Society's Daffodil Month and April 9, 2010 as **Daffodil Day** in the City of Parksville. To help build momentum, the Province of British Columbia with the Canadian Cancer Society, has launched the daffodil pin campaign to raise awareness of the impact of cancer on individuals, families and communities and show compassion for people living with cancer.

Said Mayor Ed Mayne, "The first annual Daffodil Day on April 9 is an opportunity for all of us to be courageous and join the fight against cancer by wearing the Canadian Cancer Society's badge of courage - the Daffodil Pin."

"We are asking British Columbians to join our fight for life by wearing a daffodil pin as a symbol that demonstrates their support for cancer survivors, loved ones and friends on a cancer journey," says Barbara Kaminsky, CEO, Canadian Cancer Society, BC and Yukon. "More than 20,000 British Columbians will be diagnosed with cancer this year; we want them to know that they are not alone. The Society is there to support them on their journey and so can every British Columbian."

Donations from every pin and from the purchase of daffodils being sold to benefit the Cancer Society, will be dedicated to supporting people living with cancer, funding research to outsmart cancer and preventing cancer before it starts. The Canadian Cancer Society delivers caring, practical and personal support to people with cancer through the toll free Cancer Information Service; Cancer Connection one to one telephone peer support; Camp Goodtimes for children, youth and families; safe and supportive accommodation for patients during treatment; and, safe reliable transportation to treatment through the Volunteer Driver and Freemasons Cancer Care Program.

The daffodil pin campaign encourages British Columbians to unite behind those with cancer by donating and wearing an iconic yellow Daffodil Pin on April 9. This pilot daffodil campaign is being launched in BC and is expected to launch nationally next year. Pins are available locally at Chevron Town Pantry and Thrifty's Foods. To know more about this campaign, visit www.cancer.ca or call toll free 1 888 939-3333.

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