



SEND A NEWS RELEASE

HOT TOPICS

[Company Earnings](#)

[Paralympics](#)

[Disaster in Haiti](#)

NEWS & INFORMATION

[News Releases](#)

[Social Media Releases](#)

[Webcasts/Podcasts](#)

[Photos](#)

[Video on Demand](#)

[Media Daybook](#)

FREE SUBSCRIPTION SERVICES

[Portfolio E-mail](#)

[RSS & Twitter Feeds](#)

[Viigo](#)

[Ways to get CNW News](#)

PRODUCTS & SERVICES

[News Distribution](#)

[Media Intelligence](#)

[Multimedia](#)

[Investor Relations](#)

[Other Services](#)

TOOLS FOR:

[Investors](#)

[Media](#)

RESOURCES

[Events](#)

[Stock Exchange Directory](#)

CANADIAN CANCER SOCIETY (BC AND YUKON DIVISION)



 RSS  Share  Printer friendly  Subscribe to Portfolio e-mail

Canadian Cancer Society launches new daffodil initiative; Partners with province and city to start movement

VANCOUVER, March 17 /CNW/ - Every three minutes another person is called to the challenge to fight back - fight back against cancer.

The Canadian Cancer Society, BC and Yukon, is stepping up the fight by announcing today the launch of an inaugural daffodil pin - a badge of courage - as part of its annual Daffodil month campaign when canvassers go door-to-door.

"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."

The daffodil pin campaign encourages British Columbians to unite behind those with cancer by donating and wearing an iconic yellow Daffodil Pin on April 9th. This pilot daffodil campaign is being launched in B.C. and is expected to launch nationally next year.

To help build the momentum across B.C., the Society, in conjunction with the Province of British Columbia and the City of Vancouver, has revealed proclamations officially declaring April as Daffodil Month and April 9th, specifically, as Daffodil Day.

"Cancer affects each one of us, either directly or indirectly," said Kevin Falcon, Minister of Health Services. "In fact, one in three British Columbians will be diagnosed with some form of cancer in their lifetimes. The Daffodil Pin will help us show our support for cancer survivors, as well as raise awareness of the ways we can all help fight this disease."

"The City of Vancouver is proud to recognize Daffodil Day on April 9th and to encourage Vancouverites to display their support for the Canadian Cancer Society. Together, by wearing the Daffodil Pin, we will demonstrate our belief that we can fight back against cancer and make a difference," said Councillor Tim Stevenson, Deputy Mayor, City of Vancouver.

One British Columbian familiar with this fight is Virginia Greene, President and Chief Executive Officer, Business Council of British Columbia. "My experience with cancer care in British Columbia became personal in July of this year when I was diagnosed with ovarian cancer. My family and I know first-hand what others before me have known," says Greene. "No one fights this battle alone thanks to the care and support of organizations like the Canadian Cancer Society."

Donations from every pin 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 Car Program.

Daffodil Pins can be found at the following locations province-wide:

- Wireless Wave
- Chevron Town Pantry
- abc Country Restaurant
- Flight Centre
- Macs
- LifeLabs BC
- Thrifty Foods

For a full listing of locations, visit www.daffodilday.ca.

The Canadian Cancer Society is a national community-based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer. The Society is the largest charitable funder of cancer research in Canada. Through public support, on average, the Society invests \$48 million in cancer research each year and currently funds more than 500 researchers. When you want to know more about cancer, visit our website www.cancer.ca or call our toll-free, bilingual Cancer Information Service at 1 888 939-3333.

/NOTE TO PHOTO EDITORS: A photo accompanying this release is available at <http://photos.newswire.ca>. Images are free to accredited members of the media/

For further information: or to arrange an interview with the Canadian Cancer Society, contact Laura Cropper, Hill & Knowlton, O: (604) 692-4231, C: (778) 323-3827, E: laura.cropper@hillandknowlton.ca; Catherine Loiacono, Canadian Cancer Society, BC and Yukon Division, O: (604) 675-7340, C: (604) 837-5646, E: cloiacono@bc.cancer.ca



Barbara Kaminsky, CEO, Canadian Cancer Society, BC and Yukon, pins Kevin Falcon, Minister of Health Services, with the newly-launched iconic yellow daffodil pin. Donations from every pin, to be worn as a badge of courage on

Daffodil Day (April 9th), will be dedicated to supporting people living with cancer, funding research and preventing cancer before it starts. (CNW Group/Canadian Cancer Society)

CANADIAN CANCER SOCIETY (BC AND YUKON DIVISION) - More on this organization

 News Releases  CNW Group Photo Archive
(40)

 RSS  Share  Printer friendly  Subscribe to Portfolio e-mail