



Canadian Cancer Society
Société canadienne du cancer

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The iconic yellow flower: Daffodil Month then and now

Today, April, known as *Daffodil Month*, remains the brightest month on the Canadian Cancer Society calendar. This spring, daffodil blooms will be sold in communities throughout the province.



And while Canadian Cancer Society volunteers will be selling daffodils [from March 31 through April 3](#), few of us know how this long standing tradition began.

It was during the bustling 1950s, in Toronto, that a group of Canadian Cancer Society volunteers organized a fundraising tea and decided to decorate the tables with daffodils. The bright, cheerful flowers created an atmosphere that seemed to radiate hope and faith that cancer could be beaten. The event was attended by 700 women, hosted by Lady Eaton in the Eaton's store, located in the city's downtown. The event was so popular that the Society volunteers created an official day to honour the daffodil in April, and the social gatherings were known as Daffodil Teas.

The bright yellow flower's popularity grew. Each year, restaurants began donating part of their patrons' receipts to the Canadian Cancer Society and as a thank you the patrons would receive a daffodil. It was the annual appearance of daffodils that created a buzz of excitement throughout downtown neighbourhoods.

By 1957, volunteers took their fundraising to the streets! Soon after, the one day dedicated to daffodil sales became a week-long event to mark the beginning of what is now *Daffodil Month*. During that time volunteers continued to sell bright yellow daffodils to raise awareness and money in the support of the fight against cancer.

Introducing the Canadian Cancer Society Daffodil Pin

In 2011, building on our tradition of the iconic yellow flower, the Society is proud to also introduce a new Daffodil Pin, a highly visible way for you to show cancer patients and their families that they are not alone in their fight.



Amongst the thousands of Ontarians who will be wearing the pin is Maggie De Bruyne of Toronto. Maggie knows first-hand that cancer doesn't discriminate. Maggie's husband Gus, was diagnosed with lymphoma in 1998. After undergoing chemotherapy, radiation and a bone marrow transplant, Gus has been cancer-free since 2001.

"I know what it's like to live with someone with cancer. I'm wearing a *Daffodil Pin* to show everyone in Ontario living with cancer, whether as a patient or caregiver that they are not alone," says Maggie.

Show your support for someone living with cancer! Make a donation and wear a Canadian Cancer Society *Daffodil Pin* in April.

Pins are available through our 31 community offices across the province and the following retail partners: Curves, First Choice Haircutters, Laura clothing stores, Tbooth, WirelessWave, select Ontario Automotive Dealers Association members, and the CAA of South Central Ontario. For more information, please visit www.fightback.ca.

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