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## Pins join daffodils as signs of support for cancer society

BY RICHARD WATTS, POSTMEDIA NEWS; VICTORIA TIMES COLONIST MARCH 29, 2011

Canadians will now be able to pin daffodils to their lapels to support cancer survivors in April, just as they pin poppies in November to honour the legacy of war veterans.

A month-long fundraising campaign for the Canadian Cancer Society, launched last year in British Columbia, is going nationwide this year.

The campaign will raise money to support a number of cancer initiatives and the society hopes that wearing the daffodil will signal empathy toward those whose lives have been touched by cancer.

"Pretty well everybody in this country is proud to wear a poppy in November," said Barbara Kaminsky, chief executive officer of the society's B.C. and Yukon division.

"Our vision in the Canadian Cancer Society is (that) in April, you will see this Canadawide push in supporting cancer patients," Kaminsky said.

Money raised will go to three areas: cancer research, patient support and cancer prevention. Financial targets have not been set for the campaign.

"People are encouraged to donate whatever amount they are comfortable with," Kaminsky said.

Real daffodils have long been a part of the Canadian Cancer Society's April fundraising drive, which will continue.

But Kaminsky said she hopes the non-degradable, facsimile flowers on the pins will reach more people across the country.

"We all know somebody who is currently going through cancer or has gone through cancer," she said.

"So let's show them -even the total strangers we might see on the street -that we are there for them."

Among the research successes supported by the Canadian Cancer

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Society,

Kaminsky listed improvements to leukemia treatments. A study is currently underway involving young-adult cancer survivors to determine what the lingering effects of cancer treatment might be.

She cited the present overall cancer survival statistic of about 62 per cent as proof of progress. Back in 1938, the overall survival rate was only 25 per cent.

"In those days, cancer did seem like a death sentence."

On the prevention front, the society has pushed hard to curb tobacco use. It is also having success with campaigns to have governments ban cancer-causing pesticides and herbicides in the home, she said.

Kaminsky said a new public information campaign is warning people of the dangers of an unhealthy lifestyle. As a cause of cancer, few people realize a poor diet, lack of exercise and being overweight is as dangerous as cigarette smoking. But the word is now getting out.

"That might be the ultimate triumph over cancer -being able to stop it before it even starts," Kaminsky said.

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