



Canadian Cancer Society
Société canadienne du cancer

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Canadian Cancer Society Daffodils – the first signs of Spring are on the way!

29 March 2012
HALIFAX -

The Canadian Cancer Society is ready to celebrate Spring with bright yellow daffodils, a symbol of hope in the fight against cancer.

Daffodils began arriving last week from the UK; a total of 57,000 bunches have arrived for the Nova Scotia Division. Volunteers will begin selling them in communities across the province beginning today and until April 1. Daffodils sell for \$7 a bunch. Fourteen bunches covers the cost for one patient to stay one night at the Lodge That Gives, a facility where Nova Scotians can stay while in Halifax undergoing cancer treatment.

“The arrival of daffodils marks the beginning of our month-long cancer awareness activities for the Canadian Cancer Society,” says Nancy Barteaux, Board Chair, Nova Scotia Division. “On behalf of the Society, I would like to thank the many dedicated volunteers who give their time to support cancer patients through the sale of daffodils across the province and to thank everyone for supporting this initiative.”

Nova Scotians can make a difference during Daffodil Month by making a donation to the Canadian Cancer Society. Purchase daffodils, wear a daffodil pin – especially on Daffodil Day, April 27 or give generously when a Canadian Cancer Society volunteer knocks at your door this month. You can also participate in a fundraising event in your community or sign up for a Relay For Life team near you.

Over the years the Canadian provinces and cancer organizations around the world have adopted Daffodil Days as a way to herald in April, Cancer Awareness Month. For years the Canadian Cancer Society has been the world's largest purchaser of daffodils. Here in Nova Scotia, hope arrives every spring with the sale of over half a million blooms.

The Canadian Cancer Society is a national, community-

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based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer. For more information about cancer, visit our website at www.cancer.ca/novascotia or call our toll free bilingual Cancer Information & Support service at 1 888 939-3333.

Other key dates this month include:

March 30: Daffodil Month launch at Province House

April 4 to 29: Daffodil Pins on sale in locations across NS (Scotiabank, participating Sobeys, Curves Canada, First Choice Haircutters, Laura Canada, Pharmasave and WirelessWave)

April 1 to 30: Residential campaign, volunteers will canvass door to door in their communities

April 27: Daffodil Day – a special event to be held at The Lodge That Gives in support of people living with cancer

April 28: CCS Annual General Meeting and release of Report to the Community

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