

# media release

## **MEDIA RELEASE**

**Friday August 1, 2014**

### **Daffodil Day launches on the Gold Coast**

Cancer Council Queensland will officially launch its most iconic fundraiser, Daffodil Day, on the Gold Coast this Friday August 1 with the help of the team at Jupiters Hotel & Casino!

To mark the occasion and kick start the month-long fundraiser, Jupiters' Pastry Chefs will unveil a special 300-cupcake display in the form of the international symbol of hope, the daffodil.

The Chefs have been hard at work creating the cupcake masterpiece, using 100 eggs, 8kg of butter, 12kg of cake flour, 12kg castor sugar, 10kg of cream cheese, 5kg of icing sugar and a bottle of vanilla, taking 10 hours of tender-loving pastry preparation and decorating.

Local cancer patient and Daffodil Day ambassador, Georgia Lane will share her story and talk about the importance of Cancer Council Queensland's most iconic annual fundraiser in creating hope for better treatments, hope for more survivors and hope for a cancer-free future.

Gold Coast Deputy Mayor Donna Gates will also be in attendance.

#### **Media are invited to attend for photo, filming and interview opportunities:**

**What:** Gold Coast Daffodil Day launch

**Who:** Deputy Mayor Donna Gates, Daffodil Day ambassador/cancer patient Georgia Lane, CCQ Regional Fundraising Coordinator Lyn Mitchell, Jupiters Hotel & Casino General Manger Gaming Operations Robbie Vail and Jupiters' Chefs (in themed Daffodil Day aprons)

**When:** Friday August 1 at 11am

**Where:** Pavilion Lawn, Jupiters Hotel & Casino, Gold Coast

**Contact:** Regional Fundraising Coordinator Lyn Mitchell (add number)

Cancer Council Queensland Regional Fundraising Coordinator Lyn Mitchell said the event would officially launch Daffodil Day in the Gold Coast region.

"A bright splash of yellow does more than light up the community – it means we are taking steps to beat cancer and show our support for those affected," Ms Mitchell said.

"We are thankful for the kind support of Jupiters Hotel & Casino in helping raise important awareness and encouraging locals to get on board.

"This Daffodil Day, Cancer Council Queensland hopes to raise \$1.5 million to support its vital work in cancer research, education and patient support services."

Jupiters Hotel & Casino Managing Director Geoff Hogg said the property was committed to helping in the fight against cancer.

"So many lives rely on Cancer Council Queensland's wonderful work and the team here is extremely proud to be a major supporter of such an important organisation," Mr Hogg said.

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“Daffodil Day is a symbol of hope for the future and being a part of this positive movement is a fantastic way to show your support for those touched by cancer and to help raise vital funds and awareness for a very worthy cause.”

The official Daffodil Day is on Friday August 22. For more information about supporting the event visit [www.daffodilday.com.au](http://www.daffodilday.com.au).

Cancer Council Queensland is an independent, community-based charity, the achievements of which are made possible by the generosity of Queenslanders.

More information about Cancer Council Queensland is available at [www.cancerqld.org.au](http://www.cancerqld.org.au) or the Cancer Council Helpline 13 11 20.

**ENDS.**

