



## Media Release

Thursday 9 August

### **Digital daffodils bloom for the Cancer Society**

*ANZ launches digital campaign to help raise money for Daffodil Day*

Daffodils will be sprouting in both soil and cyberspace this spring as New Zealand raises money for the Cancer Society's flagship fundraising event.

ANZ today launched a service that allows Facebook and Twitter users to text a \$3 donation from their mobile phone account by accessing the [www.don8.co.nz](http://www.don8.co.nz) website.

Users can choose to have a daffodil image superimposed on the corner of their profile picture (avatar) to show their support.

"We're incredibly proud to have now supported Daffodil Day for 22 years – first as the National Bank, and now with ANZ as well," says Kerri Thompson, Managing Director for Retail of ANZ National.

"It's a cause that staff all around the country are passionate about, and one for which they've helped raise more than \$14 million over the years.

"With the changing technical landscape it made sense to develop a new way for people to support The Cancer Society's annual flagship event.

"Just as people can donate in a branch or on the street and wear a daffodil showing their support, so can they donate online and wear their daffodil on social media."

Some things won't change though. ANZ and National Bank branches are selling merchandise and collecting donations, and staff are getting behind Daffodil Day with an array of fundraising activities taking full flight throughout the country in the lead up to Daffodil Day on 31 August.

This year staff activity includes a Bluff Oyster sale, a women's fashion sale, a gala ball, several golf tournaments, a T-shirt design competition, and a Battle of the Brains Quiz Night in Wellington.

"What's fantastic is the support and involvement of people in our local communities," says Mrs Thompson.

"For example, in Cambridge this year, one of our customers is going to shave his head outside the National Bank branch in support of his wife on Daffodil Day. And in Levin, the local high school is going to perform a kapa haka in the local ANZ branch."

"One in three New Zealanders are affected by cancer, and daffodils are a symbol of hope for us all. So whether it's in their local branch, on the street or online, we urge New Zealanders to get behind this year's appeal."

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