

# Media Release



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## Well-known Kiwis get artistic for Daffodil Day

Fancy a Lydia Ko in the kitchen or a Sir Bob Harvey in the hall? Well-known New Zealanders have created unique artworks for the Cancer Society's Daffodil Day as part of the ANZ Daffodil Day Art Auction 2015.

The Prime Minister, John Key, teen golfing sensation Lydia Ko, ex-BLACKCAP Dion Nash, comedienne Urzila Carlson and 2014 MasterChef winners Karena and Kasey Bird are among the 30 talented Kiwis who have generously donated artworks.

"Last year we asked well-known Kiwis to show us their artistic side for Daffodil Day and the results were amazing," said Antonia Watson, Chief Financial Officer of ANZ, the principal sponsor of Daffodil Day.

"It was such a success that we've decided to make this an annual event. This year 30 creative celebrities have produced artworks that will help raise funds for the Cancer Society."

The brief for the artists was simple – there were no rules. They were asked to simply create an artwork which could be auctioned; it could be a sketch, painting, pastel, collage, abstract or even a poem or verse.

The framed artworks will be available for auction on Trade Me from August 19 -26, with 100 per cent of the proceeds going to the Cancer Society.

Other personalities to create works for the auction include Colin Mathura-Jeffree, Sacha McNeil, Toni Street, top chef Michael Meredith, Sir Bob Harvey and Leader of the Opposition Andrew Little.

Karena and Kasey Bird's stunning work *Raukura* (which means 'Feather' in Te Reo) is an intricate depiction of two feathers facing each other.

"Feathers are a symbol of spiritual, physical and communal harmony and unity in Maori culture," said Karena Bird.

"We have experienced cancer in our whanau and we were honoured to be asked to help this amazing charity," she said.

The artworks will also be on display at ANZ Ponsonby, 308 Ponsonby Rd, Auckland from 12pm Thursday 20 August until 12pm Wednesday 26 August.

### ANZ Daffodil Day Art Auction 2015 Participants

Sir Bob Harvey

Urzila Carlson

Karena and Kasey Bird  
Eric Young  
Adrian Hailwood  
Vaughan Smith (Fletch & Vaughan)  
Michael Meredith  
P-Money (Peter Wadams)  
Rebecca Dubber  
Sacha McNeil  
Suzanne Paul  
Grace Palmer  
Andrew Little, Leader of the Opposition  
Misery  
Elliot Francis Stewart  
Benjamin Work

Robert and Nikki Rakete  
Dion Nash  
Colin Mathura Jeffree  
Karla Goodwin (Bluebells Cakery)  
Lydia Ko  
Sam Webster  
Melissa and Mary Ellen for Shen  
Rt Hon John Key, Prime Minister  
Laura McGoldrick  
Toni Street  
Berst  
Gary Silipa  
Route52  
Askew One

Please see attached bios.

### **For media enquiries contact:**

Sonia Ball  
External Communications, ANZ  
09 252 3382 or 0274 811 809  
[sonia.ball@anz.com](mailto:sonia.ball@anz.com)

Jessamy Malcolm-Cowper  
External Communications, ANZ  
09 252 3261 or 027 275 2834  
[Jessamy.malcom@anz.com](mailto:Jessamy.malcom@anz.com)

### **About Daffodil Day**

ANZ is the principal sponsor of Daffodil Day, the Cancer Society's annual flagship event and major fundraiser. Since 1990 ANZ has raised more than \$16 million for the Cancer Society through various Daffodil Day fundraising activities, many organised by ANZ's local branches.

As well as ANZ's many community activities such as sausage sizzles, bake sales and quiz nights, and the ANZ Daffodil Day Art Auction, ANZ will also fundraise by selling merchandise and accepting donations in branches.

This year, ANZ and the Cancer Society are also behind a social media campaign "Who do you wear your daffodil for?" People can snap a photo of themselves with a daffodil and post it online in honour of someone special, using the #mydaffodil hashtag.

People can also text 'hope' to 336 to make an instant \$3 donation or visiting [don8.co.nz](http://don8.co.nz) to find out more ways of donating.