



**THE HON NICOLA ROXON MP**  
**Minister for Health and Ageing**

**MEDIA RELEASE**

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**Daffodil Day Boost for Fight Against Cancer**

Minister for Health and Ageing Nicola Roxon today called on Australians to celebrate Daffodil Day's 25<sup>th</sup> anniversary by lending their support to the fight against cancer.

"Daffodil Day is an important opportunity for all Australians to unite and lend their support to the fight against cancer, but also to celebrate the spirit of cancer survivors and their families, carers and health professionals," Ms Roxon said.

"Today we are reminded that in the 25 years that Daffodil Day has been shining a light on cancer we have come a long way in combating cancer but there is still a long way to go.

"This year Daffodil Day aims to raise over \$9.5 million to enable the Cancer Council to continue vital research, prevention programs and support services for patients and their families.

"By taking the time to donate on Daffodil Day, Australians can make a real difference and give us hope for a brighter, cancer-free future.

"Cancer is the leading cause of death in Australia with more than 43,000 people estimated to have died from cancer in 2010, and with 1 in 2 Australians to be diagnosed with cancer by the age of 85, chances are we all know someone whose life is affected by this terrible disease.

Cancer remains one of Australia's biggest health problems but survival rates for many common cancers have increased significantly over the past two decades.

The Gillard Government is committed to a world-class cancer care system through a record \$2.5 billion investment which includes a national network of 24 Regional Cancer Centres to help close the gap in outcomes for patients in regional areas, population-based screening for breast, cervical and bowel cancers and our world leading efforts for the plain packaging of tobacco.

Building on these measures the Government has created a single national cancer control agency, Cancer Australia, to further strengthen the Government's strategic focus on cancer control and build a better health and hospital system.

The new Cancer Australia's Strategic Plan released today will focus on fostering collaboration and engagement across the health system, building the knowledge base in cancer and seeking to shape the effectiveness of cancer control programs at a national level.

"I congratulate the Cancer Council on the great work they do and encourage Australians to donate to ensure that this work can continue.

For more information or to donate, visit [www.daffodilday.com.au](http://www.daffodilday.com.au)

Cancer Australia's Strategic Plan is available at [www.canceraustralia.gov.au](http://www.canceraustralia.gov.au)

**For more information, contact the Minister's Office on (02) 6277 7220**