



## DAFFODIL DAY 22<sup>ND</sup> AUGUST 2014

More than 118 Australians die of cancer each day, which makes Cancer Council's Daffodil day a cause that's close to many hearts.

Rockmans and beme are proud to be official supporters of Cancer Council. That's why for the 15<sup>th</sup> year in a row both Rockmans and beme will be participating in Daffodil Day on Friday 22<sup>nd</sup> August 2014. Both brands are delighted to announce that in the years they have been supporting the charity they have raised an enormous combined total of over half a million dollars.

From the 14<sup>th</sup> July to the 24<sup>th</sup> August 2014, Daffodil Day merchandise will be available in all Rockmans and beme stores across Australia for customers to purchase. This year the products will be a pen and a beautiful enamel pin. The profits of the sales will directly help Cancer Council lead Australia's cancer control mission; by funding research, prevention and support services.



**WEAR A DAFFODIL AND SHOW YOU CARE ABOUT BEATING CANCER**