

April 2, 2024

Town of Amherstburg
271 Sandwich Street South
Amherstburg, ON N9V 2A5

Dear Mayor Prue and Council:

It is my pleasure to be reaching out again this year for the Annual Canadian Cancer Society Daffodil Month campaign. The Canadian Cancer Society is proud to be a champion and voice for Canadians who care about cancer. No other organization does all that we do to improve lives today and to change the future of cancer forever.

I am a long-time local Canadian Cancer Society volunteer, and as our very important Daffodil Campaign approaches, I would like to once again invite you to participate in our 2024 campaign by **publicly displaying a Daffodil pin throughout the month and passing a municipal proclamation to recognize the Daffodil Campaign in our community**. A proclamation request is attached to this letter, and I have also attached a separate page of sample social media posts to accompany photo(s) for reference. I have also dropped off a package of Daffodil Pins for you. With 2 in 5 Canadians expected to be diagnosed with cancer in their lifetime, championing the needs of people with cancer and their caregivers in your community has never been more important.

Your meaningful support of our Daffodil Campaign each year helps us unite Canadians in a common cause and reminds us that cancer is and will always remain a priority. Your recognition encourages us and supports our countless volunteers across Canada who, every year, commit to raising crucial funds for Canadians affected by cancer. Many of us have been directly affected by cancer and share a strong bond with others who experience the disease.

Our hope is that you will be inspired to wear a Daffodil pin and/or recognize the Daffodil Campaign through proclamation. If you have any questions or require further information, please contact Stephen Piazza, Director of Advocacy at stephen.piazza@cancer.ca or 647-233-6793.

We look forward to you joining us as we *Help Hope Bloom*.

Sincerely,
Paramjot Gogia,
Advocacy Constituency Team (ACT) Lead
Canadian Cancer Society



**Canadian
Cancer
Society**

April 2, 2024

Town of Amherstburg
271 Sandwich Street South
Amherstburg, ON N9V 2A5

Proclamation Request

**DAFFODIL MONTH
April 2024**

WHEREAS people in our community have been directly affected by cancer and share a strong bond with others who experience this disease; and

WHEREAS the Canadian Cancer Society is proud to be a champion and voice for Canadians who care about cancer and is committed to uniting and inspiring Canadians to take control of cancer; and

WHEREAS through the Daffodil Campaign, funds are raised to invest in research that will change the future of cancer and build a support system that makes life better for those affected by cancer; and,

WHEREAS many Canadian Cancer Society volunteers and local donors in the Town of Amherstburg are part of a collective of people united by the same goals of helping people live longer and improving the lives and experiences of those affected by cancer; and

WHEREAS the daffodil is the symbol of strength, courage and life for those living with cancer and for local people to rally around by donating, proudly wearing a daffodil pin, buying a digital daffodil in honour or memory of a loved one, or volunteering; and

NOW THEREFORE, I, Michael Prue, Mayor of the Town of Amherstburg, do hereby proclaim and recognize April as the DAFFODIL MONTH in the Town of Amherstburg.

Dated at Amherstburg, Ontario this [date] day of April 2024.



Canadian
Cancer
Society

Social media posts for the Canadian Cancer Society Daffodil Campaign

What is this tool?	A number of social media posts have been drafted to support you in raising awareness for the Canadian Cancer Society's Daffodil Campaign.
Timing	The Daffodil Campaign takes place every spring. Throughout the month of April , we encourage you to support the campaign in any way you can.

Suggested emoji: Yellow heart (💛)

Sharing opportunities

The Canadian Cancer Society will be posting about the Daffodil Campaign throughout the month of April. Sharing and liking these posts helps to raise awareness.

- Twitter: [@cancersociety](https://twitter.com/cancersociety)
- Facebook: [@CanadianCancerSociety](https://www.facebook.com/CanadianCancerSociety)
- Instagram: [@cancersociety](https://www.instagram.com/cancersociety)
- LinkedIn: [@CanadianCancerSociety](https://www.linkedin.com/company/CanadianCancerSociety)

Social posts

- I'm happy to support @CancerSociety's #DaffodilCampaign and all the incredible work they do to Help Hope Bloom for Canadians with cancer and their families. Find out how you can support at cancer.ca/Daffodil
- Throughout the month of April, I'm showing my support for the @cancersociety's #DaffodilCampaign. Funds raised through the campaign will help the estimated 2 in 5 Canadians who will be diagnosed with cancer in their lifetime. Learn how you can help at cancer.ca/Daffodil
- I'm proud to show my support for the @cancersociety #DaffodilCampaign in memory of loved ones lost and in honour of those going through all stages of the cancer journey. Help Hope Bloom today, at cancer.ca/Daffodil
- I'm proud to share a daffodil in support of the @cancersociety #DaffodilCampaign. Help Hope Bloom for people facing cancer. Find out how to get involved at cancer.ca/Daffodil
- The @cancersociety #DaffodilCampaign is a reminder of the strength and resiliency of those affected by cancer. Making a donation means that you are supporting the important work of the Canadian Cancer Society. Learn more at cancer.ca/Daffodil