
Media Advisory

Dr. H. Bliss Murphy Cancer Care Foundation

FOR IMMEDIATE RELEASE

20th Anniversary Swim for Hope Breaks a Record! Over \$135,000 raised by 900 swimmers across the province – the largest Swim for Hope event held to date!

St. John's, NL: This past Friday evening more than 900 swimmers across the province participated in the 20th Annual Swim for Hope and **raised over \$135,000 the largest total in its 20 year history!** The Swim for Hope is a 12-hour continuous swim relay where participants collect individual and corporate pledges.

These young swimmers – with ages ranging from six to 18 years old – are members of 12 Swimming Newfoundland and Labrador clubs who, along with Community Challenge swimmers, participated in the annual ***Swim for Hope*** in communities from St. John's to Labrador City. Since this event began more than \$1.9 million dollars have been raised.

All funds raised are shared between the Dr. H. Bliss Murphy Cancer Care Foundation and the participating clubs of Swimming Newfoundland and Labrador. Proceeds received by the clubs of Swimming Newfoundland and Labrador will be directed towards supporting competitive swimming in our province.

The Dr. H. Bliss Murphy Cancer Care Foundation raises funds for treatment and supportive care programs for cancer patients, funds local cancer research initiatives and provides continuing education opportunities for staff of the Dr. H. Bliss Murphy Cancer Centre and affiliated cancer programs in Newfoundland and Labrador.

Both organizations extend their sincerest thanks to both CIBC and Subway for sponsoring this event, as well as the Swim for Hope coordinators, volunteers, parents, coaches, donors and swimmers who make the Swim for Hope such a success each year.

For further information, including contact information for local swim clubs, please contact:

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