
News Release

Dr. H. Bliss Murphy Cancer Care Foundation

Date: October 29, 2015

FOR IMMEDIATE RELEASE

**Dr. H. Bliss Murphy Cancer Care Foundation is looking to raise 1 million
Aeroplan Miles for Cancer Patients in Newfoundland and Labrador**

Members can Donate Miles to the campaign until November 27, 2015

St. John's, NL: From October 29 to November 27, 2015, there will once again be an opportunity to donate your Aeroplan Miles in support of cancer care in Newfoundland and Labrador. Aeroplan will generously match the first 500,000 miles raised, **one for one** to create One Million Miles in support of cancer care in Newfoundland and Labrador. The results of the campaign will be announced at the Smiling Land Foundation's Rockin' Big Give in St. John's on November 28, 2015.

"We are thrilled with this amazing partnership with Aeroplan's Beyond Miles program. The response we received for this project has been resounding. The Foundation has assisted cancer patients and their families to travel for specialized cancer care using a total of over **1.7 million Aeroplan Miles in the last 12 months**. People in Newfoundland and Labrador, and throughout Canada generously donate to the Aeroplan Campaign. These generous donations of miles continue to make a direct impact on cancer patients in our province who have to travel for their treatment," said Lynette Hillier, Executive Director.

"Aeroplan is proud to support the meaningful work of the Dr. H. Bliss Murphy Cancer Care Foundation, in supporting cancer patients being able to travel, and for them to be with their families as much as possible. We understand that support networks help healing and are very glad to see Aeroplan Miles used for such a good cause," said John Boynton, Chief Marketing Officer, Aeroplan.

"The Smiling Land Foundation is a proud supporter of the Dr. H. Bliss Murphy Cancer Care Foundation and Aeroplan's Beyond Miles program. By donating Aeroplan miles, you can help ease some of the financial burden faced by cancer patients and their families here in Newfoundland and Labrador when travel outside of the province is necessary for treatment" said Paul Sparkes, Founding Member and Chair of the Smiling Land Foundation. "We're pleased to lend the Rockin' Big Give to support the cause, and we'd like to thank Aeroplan for their ongoing support".

Aeroplan Miles will be used to support cancer patients experiencing financial hardship due to their diagnosis. Aeroplan Mile donations will contribute to the Dr. H. Bliss Murphy Cancer Care Foundation's **Patient and Family Support Fund**, which assists patients with the burden of costs

incurred due to their diagnosis. Last year, the program assisted almost 500 cancer patients and their families from through-out Newfoundland and Labrador.

The Dr. H. Bliss Murphy Cancer Care Foundation is a registered charity raising funds to support the Dr. H. Bliss Murphy Cancer Centre in St. John's, Cancer Centres located in Gander, Grand Falls-Windsor and Corner Brook along with chemotherapy delivery sites around Newfoundland and Labrador.

Aeroplan Beyond Miles charitable program allows members to use Aeroplan Miles to support registered community charities or provide travel assistance for people and their families with medical or other emergencies. An account is established in the name of the charity, which enables them to pool donated Aeroplan Miles at no cost. To date, Aeroplan and its members have donated more than 484 million Aeroplan Miles to more than 450 different charitable accounts.

Created in 2009, the Smiling Land Foundation is the brainchild of Paul Sparkes, a proud Newfoundland and Labradorean living in Toronto. Despite living away, Paul had a strong desire to still contribute 'back home". Recognizing that he wasn't alone, he assembled a group of expatriates from our province, with similar aspirations, and a dream quickly became a reality. Today, the Smiling Land Foundation, through its annual Rockin' Big Give fundraiser, has contributed over \$1,000,000 to Newfoundland and Labrador charities.

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