
News Release

Dr. H. Bliss Murphy Cancer Care Foundation

Date: April 8, 2013

FOR IMMEDIATE RELEASE

Donate your Aeroplan Miles to help Cancer patients when they need it the most!

St. John's, NL: From now to May 8th 2013, there will be an opportunity to support cancer patients throughout Newfoundland and Labrador. The Dr. H. Bliss Murphy Cancer Care Foundation is working with Aeroplan to raise 500,000 Aeroplan Miles. If 90 per cent of the targeted goal of 500,000 is reached through donations within the 30 day period, Aeroplan will contribute an additional 10 percent.

“We are thrilled to once again be a part of Aeroplan’s Charitable Pooling Program and it will certainly make a direct impact on cancer patients in our province who have to travel for their treatment,” said Geoff Davis, Foundation Chairman. “Cancer is a journey that can take you miles from home. So if you have miles, here’s your chance to donate miles and support cancer patients in Newfoundland and Labrador. We are calling on all supporters and in particular those within the business community to help us in reaching our targeted goal by May 8th.”

Aeroplan Miles will be used to support cancer patients experiencing financial hardship due to their diagnosis. As all cancer patients in Newfoundland and Labrador must travel to St. John’s to receive radiation treatment, travel costs incurred by patients can often be quite high. Aeroplan Mile donations will contribute to the Patient and Family Support Fund, which assists patients with the burden of costs incurred due to their diagnosis.

The Dr. H. Bliss Murphy Cancer Care Foundation develops, stewards and distributes charitable resources to enhance treatment and supportive care programs for cancer patients, fund local cancer research initiatives and provide continuing education opportunities for employees of the Dr. H. Bliss Murphy Cancer Centre and regional cancer programs in Newfoundland and Labrador.

To donate your Aeroplan Miles in support of Cancer Care, please visit www.cancercarefoundation.nl.ca for further information.

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