



BUST a MOVE™

FOR BREAST HEALTH

ST. JOHN'S

MEDIA RELEASE **For Immediate Release**

March 23, 2013 St. John's, NL – Over two hundred Newfoundland and Labradorians, led by local fitness instructors and special guest Elizabeth Manley, busted over six hours of moves today at the Newfoundland and Labrador Sports Complex, raising over \$335,942 for breast health. The Sports complex came alive with six hours of choreographed exercise, with exercise designed for every fitness level from beginners to fitness buffs, with participants decked out in their finest accessories, from neon leg warmers to hot-pink feather boas!

This is the second year for Bust a Move – St. John's, with the Health Care Foundation and the Dr. H. Bliss Murphy Cancer Care Foundation partnering for this exciting new fundraising event for the Province called Bust a Move™ for Breast Health. The event challenged participants to each raise \$1,000 to participate in a six hour fitness extravaganza that got their hearts pumping and bodies moving.

The funds raised will go towards breast health initiatives that benefit men, women and families in Newfoundland and Labrador.

“It has been an incredible day raising a total of \$335,942 in support of breast health in Newfoundland and Labrador! We are overwhelmed by the efforts of our participants, volunteers, and supporters who came out to sweat, laugh and raise money in support of breast health today. Our sincerest thanks to all those who have joined us in our goal of promoting healthy living and embracing a challenge – all in support of breast health initiatives in our province,” said Event Chair, Nora Duke.”

Participants were led through various forms of fitness exercises, complete with motivating music, glittering lights and non-stop enthusiastic local fitness instructors, all for a fun-filled day of fitness extravaganza! The event day was more than a success - there were fabulous prizes, terrific goody bags, inspiring patient testimonials, heart-pounding rhythms, healthy snacks and refreshments and attentive volunteers!

Although the Bust a Move event is over for this year, general donations to the fundraiser can still be made until Tuesday, April 23, 2013 at www.bustamovenl.ca. The team at the Dr. H. Bliss Murphy Cancer Care Foundation and the Health Care looks forward to see every back again for next year's BUST A MOVE ST. JOHN'S!

The Dr. H. Bliss Murphy Cancer Care Foundation

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.

Health Care Foundation

The Health Care Foundation, formed in 2002, is the official fundraising body for the adult acute care hospitals in the greater St. John's area and specialized care for all of Newfoundland and Labrador. A registered charitable organization, governed by a volunteer board of directors, the Health Care Foundation raises funds to purchase vital medical equipment and technology, and funds health research and education.

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