
News Release

Dr. H. Bliss Murphy Cancer Care Foundation

Date: May 8, 2013

FOR IMMEDIATE RELEASE

Overwhelming Response to our Aeroplan Charitable Pooling Campaign More than 724,000 Aeroplan Miles donated for Cancer Care!

St. John's, NL: From April 8 to May 8, 2013, people from not only across Canada but worldwide donated their Aeroplan Miles in support of the Dr. H. Bliss Murphy Cancer Care Foundation's Aeroplan Pooling Account.

"We are grateful to be a part of Aeroplan's Charitable Pooling Program and amazed by the response we have received over this past month. The tremendous support received not only allowed us to reach our targeted goal but surpass it - raising 724,625 miles and with meeting 90% of our goal Aeroplan has also contributed an additional 10 per cent. These generous donations of miles will make a direct impact on cancer patients in our province who have to travel for treatment," said Lynette Hillier, Executive Director, Dr. H. Bliss Murphy Cancer Care Foundation. "On behalf of cancer patients and their families, who will benefit from your generosity, please accept our heartfelt thanks."

Aeroplan Miles 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 fund assisted almost 500 cancer patients and their families through-out Newfoundland and Labrador.

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.

Aeroplan Members can donate miles to the Cancer Care Foundation Aeroplan Account throughout the year. Visit www.cancercarefoundation.nl.ca for further information.

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