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Provincial Hard Hat Drive Raises over \$51,000 for Cancer Care!

For Immediate Release:

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(*St. John's, NL*): Newfoundland Power Inc. and its employees are pleased to announce that the Provincial Hard Hat Drive held on Saturday, May 25, 2013, was a huge success, resulting in over \$51,000 being raised for cancer care in our province. All monies raised will stay here in this province to support the purchase of much needed cancer care equipment in cancer centres right across the island.

"Our Provincial Hard Hat Drive highlights the power of community and what can be achieved when we all come together to support cancer care in our province," said Jocelyn Perry, Vice President Finance, and Chief Financial Officer, Newfoundland Power, and Champion of *The Power of Life Project*. "The response to this unique fundraiser was overwhelming! I'd like to extend my heartfelt thanks to our over 300 employee, retiree and family member volunteers, and recognize the tremendous support of local businesses and all those who gave so generously to help those living with cancer in our province,"

The Power of Life Project is a partnership between Newfoundland Power and the Dr. H. Bliss Murphy Cancer Care Foundation that raises funds for cancer treatment equipment and support programs while promoting early detection and cancer screening through education and awareness programs. The Provincial Hard Hat Drive marks the 10th anniversary of *The Project* and to date, in excess of \$2.5 million has been donated directly to improving cancer care in Newfoundland and Labrador.

"On behalf of our cancer patients and their families, from every community Newfoundland and Labrador our thanks are extended to all who made this event such a success", says Lynette Hillier, Executive Director of the Dr. H. Bliss Murphy Cancer Care Foundation "Our sincere thanks to Newfoundland Power and The Power of Life Project for their dedication and continued commitment to enhancing the lives of those living with cancer in our province."

The Power of Life Project raises funds for cancer treatment equipment, support programs and promotes early detection and cancer screening through education and awareness programs. The Project works closely with the Dr. H. Bliss Murphy Cancer Care Foundation and the provincial Cancer Care Program to identify needs specific to cancer centres throughout the island. This year, The Power of Life Project is celebrating its 10th anniversary.

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