
News Release

**Dr. H. Bliss Murphy Cancer
Care Foundation**

**Lynette Hillier
Executive Director**

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FOR IMMEDIATE RELEASE

Bells of Hope ring throughout Newfoundland and Labrador for cancer patients and their families

ST. JOHN'S, NL: Newfoundland Power's, *The Power of Life Project*, in partnership with the Dr. H. Bliss Murphy Cancer Care Foundation, has completed the installation and unveiling of fourteen Bells of Hope throughout Newfoundland and Labrador. "Let Hope Ring" is a unique program that provides cancer patients, their families and friends with the opportunity to ring The Bell of Hope in celebration of personal milestones along their cancer journey.

"Our employees' dedication to cancer care has touched the lives of so many people in a meaningful way. There is a great sense of pride knowing that these Bells of Hope are ringing loudly right across our entire province, from east to west and north to south," says Gary Smith, President and Chief Executive Officer, Newfoundland Power. "It means so much to be part of this inspirational project that provides cancer patients and their families with such a powerful way to celebrate and acknowledge milestones that matter to them along their cancer journey."

The program was officially unveiled at the Dr. H. Bliss Murphy Cancer Centre in St. John's in May and through the support of *The Power of Life Project*, thirteen additional bells have been installed in other treatment facilities throughout the province this year. Bells of Hope are now located in: St. John's (2); Carbonear; Clarenville; Burin; Bonavista; Gander; Grand Falls-Windsor; Corner Brook; Stephenville; Port aux Basques; St. Anthony; Happy Valley-Goose Bay; and, Labrador City.

For cancer patients, there are many milestones along their journey with this disease and the "Let Hope Ring" program enables them to acknowledge these big or small events", says Lynette Hillier, Executive Director of the Dr. H. Bliss Murphy Cancer Care Foundation. "Perhaps what has been so surprising is how the cancer patient community have embraced the Bell of Hope. We never envisioned that entire families would have their picture taken in front of a Bell of Hope to post on Facebook, write songs about ringing the Bell and post it on Youtube or dress in pink tutus to commemorate the day they rang the Bell of Hope. We are thankful to *The Power of Life Project* and Newfoundland Power for joining us in spreading Hope across Newfoundland and Labrador."

The Power of Life Project is a partnership between Newfoundland Power and the Dr. H. Bliss Murphy Cancer Care Foundation. The Project raises funds for cancer treatment equipment and support programs while promoting early detection and cancer screening through education and awareness programs. Since 2002 they have donated in excess of \$3 million and helped many lives change for the better.

The Dr. H. Bliss Murphy Cancer Care Foundation raises funds for treatment and supportive care programs for cancer patients, funds local cancer research initiatives and provides continuing education opportunities for staff of the Dr. H. Bliss Murphy Cancer Centre and affiliated cancer programs in Newfoundland and Labrador.

QUICK FACTS

- *The Power of Life Project, a partnership between Newfoundland Power and the Dr. H. Bliss Murphy Cancer Care Foundation introduced a new initiative for cancer patients and their families entitled “Let Hope Ring”.*
- *There are currently 14 Bells of Hope located throughout Newfoundland and Labrador.*
- *“Let Hope Ring” encourages cancer patients and their families to celebrate milestones, big or small, during their cancer journey.*

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