
News Release

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

**Lynette Hillier
Executive Director**

Date: May 8, 2015

FOR IMMEDIATE RELEASE

**Gary Smith, President and CEO of Newfoundland Power,
and Premier Paul Davis unveil “Let Hope Ring”
for cancer patients and their families**

ST. JOHN’S, NL: Today, Newfoundland Power’s, *The Power of Life Project*, in partnership with the Dr. H. Bliss Murphy Cancer Care Foundation unveiled a new initiative entitled “Let Hope Ring”. This unique program will provide cancer patients and their families with the opportunity to ring “The Bell of Hope” in celebration of personal milestones along their cancer journey.

“I am honored to unveil the Bell of Hope for Cancer Centres across the island on behalf of our employees and *The Power of Life Project*. The ringing of this bell not only symbolizes hope for cancer patients and their families but also gives them the opportunity to share their hope with others,” says Gary Smith, President and Chief Executive Officer, Newfoundland Power. “Through *The Power of Life Project*, our employees, retirees and customers strive to support the improvement of cancer treatment, right here in Newfoundland and Labrador each and every day.”

The program was officially unveiled at the Dr. H. Bliss Murphy Cancer Centre in St. John’s and through the support of *The Power of Life Project* bells will be installed in eight other treatment facilities across the province this year.

Lynette Hillier, Executive Director of the Cancer Care Foundation, says, “We are proud to join with Newfoundland Power in launching the Let Hope Ring initiative for cancer patients and their families. Hope means different things to different people; it’s very personal and can be fluid and changing. We are here today to introduce the Let Hope Ring initiative to celebrate milestones – big or small – that our patients may have during their cancer journey. Whatever they want to celebrate – we too, are celebrating with them.”

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 has introduced a new initiative for cancer patients and their families entitled “Let Hope Ring”.
- The first “Bell of Hope” was unveiled at the Dr. H. Bliss Murphy Cancer Centre by Mr. Gary Smith, President and CEO of Newfoundland Power, Hon. Paul Davis, Premier of Newfoundland and Labrador, and cancer patient Nikki Parrell.
- “Let Hope Ring” will encourage cancer patients and their families to celebrate milestones, big or small, during their cancer journey.

- 30 -

For more information, contact:

Lynette Hillier, Executive Director
Dr. H. Bliss Murphy Cancer Care Foundation
Phone: (709) 631-9925

Michele Coughlan
Manager, Public Affairs
Newfoundland Power
Phone: (709) 737-2821