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# News Release

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Dr. H. Bliss Murphy Cancer  
Care Foundation

From: Lynette Hillier  
Executive Director

October 7, 2015

FOR IMMEDIATE RELEASE

## 5<sup>th</sup> Anniversary Sparkles of Hope™ Campaign Launched in Support of Cancer Care in Newfoundland and Labrador

**St. John's, NL:** Today, the Dr. H. Bliss Murphy Cancer Care Foundation has launched a 5<sup>th</sup> Anniversary Limited Edition of the **Sparkles of Hope™** bracelet in support of cancer care in Newfoundland and Labrador.

“For our Foundation, the **impact** that this product has made on cancer care and with the cancer patients and families who wear them with pride is inspiring to watch, said Lynette Hillier, Executive Director. Since retiring the bracelet three years ago, an estimated **10,500** people in Newfoundland and Labrador have heard “*You Have Cancer*” and with those three words, their lives have been forever changed and they deserve to have a symbol of hope to wear along their cancer journey.

“I never imagined the impact that this bracelet would have on cancer care in Newfoundland and Labrador. There’s leading edge technology, still in use at the Cancer Centre today, that was made possible by Sparkles of Hope™. When the Foundation reached out to see if I would be interested in helping to celebrate the 5<sup>th</sup> Anniversary of this amazing campaign – there was no hesitation to say yes,” said Tara Oram. My role as spokesperson is quite clear – **Who Do you Wear Yours For?** Although she’s no longer with us, I’m still – and will forever – be wearing mine for my Nan.”

Pre-ordering of the 5<sup>th</sup> Anniversary Limited Edition Sparkles of Hope™ starts this afternoon. You can order your bracelet online at [cancercarefoundation.nl.ca](http://cancercarefoundation.nl.ca) or you can pick one up at the Cancer Care Foundation office located at the Dr. H. Bliss Murphy Cancer Centre.

About the Dr. H. Bliss Murphy Cancer Care Foundation:

The Dr. H. Bliss Murphy Cancer Care Foundation is a registered charity raising funds to support the Dr. H. Bliss Murphy Cancer Centre in St. John's, Cancer Centres located in Gander, Grand Falls-Windsor and Corner Brook along with chemotherapy delivery sites around Newfoundland and Labrador.

For more information, please call:

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*Funding cancer care ... right here*