
Media Advisory

Dr. H. Bliss Murphy Cancer Care Foundation

FOR IMMEDIATE RELEASE

900+ Young Swimmers will take to pools across Newfoundland and Labrador in the *19th Annual Swim for Hope tonight!*

St. John's, NL: Tonight - more than 900 swimmers across the province will participate in the **19th Annual Swim for Hope**. The Swim for Hope is a 12-hour continuous swim relay where participants collect individual and corporate pledges. Since its inception, Swim for Hope has raised over **\$1,700,000** in support of the Dr. H. Bliss Murphy Cancer Care Foundation and participating clubs of Swimming Newfoundland and Labrador.

This event raises funds for the Dr. H. Bliss Murphy Cancer Foundation and the participating swim clubs who are members of Swimming Newfoundland and Labrador (SNL). The members of SNL want to make a contribution to the community while creating awareness of the sport of competitive swimming in our community. This special event provides a fun, challenging, competitive community event which involves the swimmers of twelve provincial swim clubs.

Both organizations extend their sincerest thanks to Subway for sponsoring this event, as well as the Swim for Hope coordinators, volunteers, parents, coaches, donors and swimmers who make the Swim for Hope such a success each year.

The Dr. H. Bliss Murphy Cancer Care Foundation raises funds for the Dr. H. Bliss Murphy Cancer Centre in St. John's, as well as the Cancer Centres in Gander, Grand Falls-Windsor and Corner Brook, and the regional programs throughout the province. All contributions **remain in our province** and are used to purchase cancer care and treatment equipment, and provide much needed assistance through the Patient and Family Support Fund and the Kids with Cancer Travel Fund.

SNL provides the means for an athlete to reach his or her potential in the sport of competitive swimming. SNL also serves as the governing body for competitive swimming in the province. The work of SNL includes: registering swimmers both provincially and nationally, training of officials, hosting training camps and provincial championships, sanctioning competitions and overseeing the programs of the Canada Games and the Newfoundland and Labrador Games.

For further information, or to arrange an interview contact: Jennifer Yetman at (709)777-8994.