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# News Release

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

**From: Lynette Hillier  
Executive Director**

**FOR IMMEDIATE RELEASE**

**December 2, 2013**

**Black Friday... Cyber Monday now #GivingTuesday  
Dr. H. Bliss Murphy Cancer Care Foundation and  
Newfoundland Power Launch Giving Tuesday Challenge!**

**St. John's, NL:** With Black Friday and Cyber Monday, more and more Canadians are participating in these blockbuster spending days. The first annual Giving Tuesday is coming to Canada on December 3 to support a day dedicated to giving back in the midst of holiday spending.

To celebrate the first Giving Tuesday in Newfoundland and Labrador, the Dr. H. Bliss Murphy Cancer Care Foundation is partnering with Newfoundland Power to launch a Giving Tuesday Social Media Challenge. With every new "like" to Newfoundland Power's Facebook page they will donate \$1 to cancer care in Newfoundland and Labrador through *The Power of Life Project*, up to \$10,000.

"We are really excited to be part of a national movement that aligns with our values of giving back, and connecting with, our communities", says Jocelyn Perry, Champion for *The Power of Life Project* and Vice President, Finance of Newfoundland Power. "In the spirit of Giving Tuesday, we will give to cancer care on your behalf – all individuals have to do is connect with us through our corporate Newfoundland Power facebook page."

"We are proud to be a partner in Canada's first annual Giving Tuesday," says Lynette Hillier Executive Director of the Dr. H. Bliss Murphy Cancer Care Foundation, "Giving Tuesday is an invitation not only to the charitable sector but to all Canadians and we are thrilled to launch this Giving Tuesday Challenge with Newfoundland Power in support of Cancer Care."

*Giving Tuesday, initiated in Canada by CanadaHelps and GIV3, marks the opening day of the giving season. The movement encourages individuals and organizations to join together and find innovative ways to give back to the charities and causes they support throughout the holiday season. The Dr. H. Bliss Murphy Cancer Care Foundation is a proud partner in the National Giving Tuesday initiative.*

***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 \$2.5 million and helped many lives change for the better.

*The Dr. H. Bliss Murphy Cancer Care Foundation develops, stewards and distributes charitable resources to enhance treatment and supportive care programs for cancer patients, fund 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.*

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