
News Release

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

**From: Lynette Hillier
Executive Director**

FOR IMMEDIATE RELEASE

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Wake Up Call Breakfast St. John's raises Over \$82,000 in support of Prostate Cancer

St. John's, NL: The Wake Up Call Breakfast St. John's presented by Prostate Cancer Canada, in partnership with the Dr. H. Bliss Murphy Cancer Care Foundation, at the Delta St. John's this morning received outstanding community support with an announcement of over \$82,000 raised from this event. The Wake Up Call Breakfast is Canada's only country-wide business focused breakfast series dedicated to the fight against prostate cancer.

"We are so grateful for the support given to the Wake Up Call Breakfast by the business community", says Event Chair Danny Breen. "Our goal was to help support prostate cancer treatment in Newfoundland and Labrador and spread the message to men to encourage the importance of early detection"

"Prostate Cancer Canada Atlantic is thrilled to be partnering with the Dr. H. Bliss Murphy Cancer Care Foundation" says Ellen Townshend, Executive Director, Prostate Cancer Canada Atlantic Region. "Together, we will increase the awareness of prostate cancer and the importance of early detection. Funds raised will support research to uncover better diagnostic and treatment options and to provide comprehensive support services for those living with prostate cancer."

Lynette Hillier, Executive Director of the Dr. H. Bliss Murphy Cancer Care Foundation says, "This event is an example of the power of partnerships! For men in Newfoundland and Labrador, prostate cancer remains the most frequently diagnosed type of cancer with an estimated 440 men diagnosed during 2016. We are proud to partner with Prostate Cancer Canada Atlantic Region to bring this successful breakfast series event to St. John's in support of our prostate cancer patients and their families."

About Prostate Cancer Canada

Prostate Cancer Canada is the leading national foundation dedicated to the elimination of the most common cancer in men through research, advocacy, education, support and awareness. As one of the largest investors in prostate cancer research in Canada, Prostate Cancer Canada is committed to continuous discovery in the areas of prevention, diagnosis, treatment, and support. For more information please visit prostatecancer.ca or follow us on Twitter [@PCCAtlantic](https://twitter.com/PCCAtlantic) or [Facebook](https://www.facebook.com/prostatecancer.ca).

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 visit cancercarefoundation.nl.ca or follow us on [Twitter](https://twitter.com/DrBlissMurphy) and [Facebook](https://www.facebook.com/DrBlissMurphy).

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