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# News Release

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Dr. H. Bliss Murphy Cancer Care Foundation

From: Lynette Hillier  
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FOR IMMEDIATE RELEASE

## Shoppers Drug Mart Growing Women's Health Campaign supports Women's Cancer Care in Newfoundland and Labrador

**St. John's, NL:** Today, local Shoppers Drug Mart owners and staff were gathered at the Topsail Road location to officially present the Dr. H. Bliss Murphy Cancer Care Foundation with proceeds raised from their **SHOPPERS LOVE. YOU.** Growing Women's Health Campaign. The campaign allows customers and employees of Shoppers Drug Mart to donate directly to organizations that make a difference to women's health within their own communities.

The **SHOPPERS LOVE. YOU.** Growing Women's Health Campaign, formerly known as the Tree of Life Campaign, and is a national initiative of Shoppers Drug Mart, in support of Women's Health. The initiative is national in scope, yet locally based meaning that the funds raised in Newfoundland and Labrador stay in the province.

"Customers in our stores purchased either a leaf, butterfly, an apple, or a bird – with 100 percent of the proceeds going to women's health and we are very pleased with our efforts and our contribution of **\$24,855**. We would like to extend our thanks to our staff and customers for supporting such a worthwhile initiative, said Mr. Scott Way, Owner, Shoppers Drug Mart, Topsail Road.

"Shoppers Drug Mart's customers and employees have been long-term supporters of the Dr. H. Bliss Murphy Cancer Care Foundation and we are delighted with today's gift. Thousands of women receive exceptional treatment and care at the Dr. H. Bliss Murphy Cancer Centre and regional Cancer Centres throughout the province. The funds will be designated to assist low income women diagnosed with cancer who face financial difficulty with prosthesis, wigs and treatment related expenses, said Gary Smith, Chair, Dr. H. Bliss Murphy Cancer Care Foundation.

*SHOPPERS LOVE.YOU. – Is the new identity for our long-standing commitment for women's health. To help women live their best lives, the SHOPPERS LOVE.YOU. program is designed to help women stay focused on making their own health a priority by connecting them to the expertise of our partners at leading women's health organizations and to others in support of women's health initiatives across Canada. Learn more at [www.shoppersloveyou.ca](http://www.shoppersloveyou.ca).*

*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 [www.cancercarefoundation.nl.ca](http://www.cancercarefoundation.nl.ca).*

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