



For Immediate Release

General Rick Hillier, Miller Ayre and Steve Winter Join Efforts to Deliver Prostate Cancer Wake Up Call

Halifax, NS – August 28, 2014 - On October 2, 2014, Prostate Cancer Canada Atlantic Region and the Dr. H. Bliss Murphy Cancer Care Foundation will once again team up for Prostate Cancer Canada's annual Wake Up Call breakfast. The event raises awareness of the disease and funds for prostate cancer research and support.

"I am honored to be Chair of the St. John's Wake Up Call Leadership Cabinet, working with a truly dedicated group of leaders," says Steve Winter, President and CEO, Newfoundland and Labrador Liquor Corporation. "My two brothers are prostate cancer survivors. I understand the importance of the Wake Up Call breakfast in educating men and women about the disease."

This year Miller Ayre (C.M., M.B.A., LLD) will deliver the Keynote speech at the breakfast. Ayre, a well-known businessman and community leader in St. John's, is a prostate cancer survivor.

"It is critical that we talk openly and honestly about the importance of early detection," says Peter Mallette, the Executive Director of Prostate Cancer Canada Atlantic Region. "Miller Ayre is an influential leader in the region and we are delighted he is sharing publicly his personal story with the St. John's business community."

Half of the breakfasts' proceeds will be donated to the Dr. H. Bliss Murphy Cancer Care Foundation to support prostate cancer treatments in Newfoundland and Labrador.

Janet March, Member of the Board of Directors of 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 510 men diagnosed during 2014. We are proud to once again partner with Prostate Cancer Canada Atlantic Region to bring this successful breakfast series event to St. John's in support of prostate cancer patients and their families in Newfoundland and Labrador."

General Rick Hillier (Retired) is the honorary chair of the event.

Joining the Wake Up Call again this year are regional sponsors RBC and TELUS. The Wake Up Call Breakfast is the only Canada-wide business breakfast series dedicated to the fight against prostate cancer. Since 2001, the event has attracted more than 26,000 business professionals

and raised more than \$3 million for prostate cancer research, awareness, support and advocacy.

For additional information, or to purchase tickets to Prostate Cancer Canada Atlantic Region's Wake Up Call Breakfast, visit www.prostatecancer.ca/wakeupcall or call 1-855-420-1444.

About Prostate Cancer Canada Atlantic Region

Prostate Cancer Canada Atlantic Region develops, offers and funds innovative programs related to awareness and public education, advocacy, support of those affected, and research into the prevention, detection, treatment and cure of prostate cancer. For more information visit prostatecancer.ca and follow us on [Twitter](#) and [Facebook](#).

About Dr. H. Bliss Murphy Cancer Care Foundation

The Dr. H. Bliss Murphy Cancer Care Foundation raises funds for treatment and supportive care programs for cancer patients, funds 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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