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Newfoundland Power Announces Province-Wide Hard Hat Fundraiser for Cancer Care

For Immediate Release:

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(*St. John's, NL*) Newfoundland Power announces today its first ever employee driven **Provincial Hard Hat Drive** to commemorate the 10th anniversary of *The Power of Life Project*. *The Power of Life Project* is Newfoundland Power's corporate charitable project and is a partnership between Newfoundland Power and the Dr. H. Bliss Murphy Cancer Care Foundation.

"Our employees' commitment to *The Power of Life Project* and cancer care in our province is nothing short of amazing" says Jocelyn Perry, Vice-President Finance and Chief Financial Officer, Newfoundland Power Inc. "We're delighted to celebrate 10 years of success by organizing this first ever Provincial Hard Hat Drive"

On Saturday, May 25, 2013 Newfoundland Power employee volunteers' along with family, friends and retirees will be set up at strategic business locations right across the island. Volunteers will be collecting monetary donations from the general public to go towards purchasing cancer treatment equipment for cancer centres right here in Newfoundland and Labrador.

"Newfoundland Power employees, retirees and customers are role models for showing how impactful a charity like *The Power of Life Project* can be" says Lynette Hillier, Executive Director of the Dr. H. Bliss Murphy Cancer Care Foundation. "The Provincial Hard Hat Drive is a true example of philanthropic spirit at its finest. We are so excited to support this province-wide fundraising event."

To date, The Project has donated in excess of \$2.5 million dollars directly to improving cancer care in the province of Newfoundland and Labrador.

Fundraising locations include: St. John's, Carbonear, Burin, Clarenville, Gander, Grand Falls-Windsor, Corner Brook and Stephenville. For more information on specific locations please visit newfoundlandpower.com.

The Power of Life Project raises funds for cancer treatment equipment, support programs and promotes early detection and cancer screening through education and awareness programs. The Project works closely with the Dr. H. Bliss Murphy Cancer Care Foundation and the provincial Cancer Care Program to identify needs specific to cancer centres throughout the island. This year, The Power of Life Project is celebrating its 10th anniversary.

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