
News Release

Dr. H. Bliss Murphy Cancer Care Foundation

Date: October 31, 2011

FOR IMMEDIATE RELEASE

**Donate during the month of November to help
raise ONE MILLION AEROPLAN MILES in support of Cancer Care**

St. John's, NL: From November 1st to November 30th, 2011, there will be an opportunity to support cancer patients throughout Newfoundland and Labrador like no other. The Dr. H. Bliss Murphy Cancer Care Foundation has been approved by the Aeroplan Charitable Pooling Program to raise 500,000 Aeroplan Miles and Aeroplan will match one for one for a total of **ONE MILLION AEROPLAN MILES**.

"We are thrilled to be a part of the Aeroplan's Charitable Pooling Program and it will certainly make a direct impact on cancer patients in our province who have to travel for their treatment," said Earl Ludlow, Foundation Chairman. "If you have extra miles, here's your chance to donate those miles you're not using for **FREE** and support cancer care in Newfoundland and Labrador. We are calling on all supporters and in particular those within the business community to help us in reaching our targeted goal by November 30th."

Aeroplan Miles will be used to support cancer patients experiencing financial hardship due to their diagnosis. As all cancer patients in Newfoundland and Labrador must travel to St. John's to receive radiation treatment, travel costs incurred by patients can often be quite high. Aeroplan Mile donations will contribute to the Patient and Family Support Fund, which assists patients with the burden of costs incurred due to their diagnosis.

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 provide continuing education opportunities for employees of the Dr. H. Bliss Murphy Cancer Centre and regional cancer programs in Newfoundland and Labrador.

To donate your Aeroplan Miles in support of Cancer Care visit www.cancercarefoundation.nl.ca for further information.

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