
News Release

Dr. H. Bliss Murphy Cancer Care Foundation

Date: December 5, 2011

FOR IMMEDIATE RELEASE

Overwhelming Response to Aeroplan Charitable Pooling Program – over 1.3 Million Aeroplan Miles donated for Cancer Care in November!

St. John's, NL: From November 1st to November 30th, 2011, people across Canada donated their Aeroplan Miles in support of the Dr. H. Bliss Murphy Cancer Care Foundation's Aeroplan Charitable Pooling Account. The results of the campaign were announced at the Smiling Land Foundation's Rockin Big Give event in Toronto this past Saturday.

"We were excited to be a part of Aeroplan's Charitable Pooling Program and amazed by the response we received to this project over this past month. People from across Canada donated a total of 787,100 miles and Aeroplan matched the first 500,000 **one for one** – creating an account of over 1.3 million Aeroplan miles for cancer care. These generous donations of miles will certainly make a direct impact on cancer patients in our province who have to travel for their treatment," said Earl Ludlow, Foundation Chairman. "Our heartfelt thanks to everyone who paid it forward and gave their miles in support of cancer patients who they may never meet."

Aeroplan Mile donations will contribute to the Dr. H. Bliss Murphy Cancer Care Foundation's **Patient and Family Support Fund**, which assists patients with the burden of costs incurred due to their diagnosis. Last year, assisting almost 500 cancer patients and their families from through-out Newfoundland and Labrador.

The Dr. H. Bliss Murphy Cancer Care Foundation raises funds 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.

Aeroplan's charitable pooling program allows members to use Aeroplan Miles to support registered community charities or provide travel assistance for people and their families with medical or other emergencies. An account is established in the name of the charity, which enables them to pool donated Aeroplan Miles at no cost. To date, Aeroplan and its members pooled more than 60 million Aeroplan Miles to more than 450 different charitable pooling accounts.

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