
News Release

Dr. H. Bliss Murphy Cancer Care Foundation

Date: November 17, 2008

FOR IMMEDIATE RELEASE

Priority: The Campaign for Cancer Care Surpasses Goal \$3.6 Million Raised for Cancer Care

St. John's, NL: Mr. Earl Ludlow, Chair, PRIORITY: The Campaign for Cancer Care, and President and CEO, Newfoundland Power is pleased to announce that Priority: The Campaign for Cancer Care has surpassed the fundraising goal of \$3.0 million by raising \$3.6 million for Cancer Care.

“We are very excited today to announce the conclusion of this successful fundraising campaign. 16 months ago a dynamic team of volunteers came together to raise funds in support of the Dr. H. Bliss Murphy Cancer Care Foundation,” said Mr. Ludlow. “We thank all the donors who joined with us to ensure that we are able to enhance radiation treatment services at the Dr. H. Bliss Murphy Cancer Centre and establish a Patient and Family Support Fund Endowment for cancer patients and their families in this province.”

Funds raised will be used to purchase two new 4-dimensional CT Simulators that will enable the cancer care teams at the Dr. H. Bliss Murphy Cancer Centre to enhance the accuracy of radiation treatment planning. The 4D Simulators will allow the treatment teams to deliver higher doses of radiation and will specifically pinpoint the tumour area, resulting in less harm to healthy tissue and leading to better outcomes for cancer patients.

Also, Priority: The Campaign for Cancer Care has established the Patient and Family Support Endowment Fund, a \$1 million permanent endowment. Investment interest generated will be used on an annual basis directly for Patient and Family Support. By creating this endowment we are ensuring the long-term future of this vital support for cancer patients and their families.

“The Cancer Care Foundation is overwhelmed by the outpouring of support for this important initiative”, said Lynette Hillier, Executive Director, “This campaign is about providing the best equipment to cancer care teams so that they can deliver the best treatment and care, and providing hope to cancer patients right here in Newfoundland and Labrador. Our sincere thanks as well to the dedicated team of volunteers who served on the Campaign Cabinet; they worked tirelessly to ensure this campaign was a huge success.”

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 staff of the Dr. H. Bliss Murphy Cancer Centre and affiliated cancer programs in Newfoundland and Labrador.