
News Release

**Dr. H. Bliss Murphy Cancer
Care Foundation**

**Jennifer Yetman
Cancer Foundation Executive Director**

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FOR IMMEDIATE RELEASE

**Share the true Spirit giving this coming season and...
Go Green and Support Cancer Care...Right Here
Funds raised will help provincial cancer patients**

St. John's, NL: The Dr. H. Bliss Murphy Cancer Care Foundation will officially launch the 2009 Holiday Card Campaign today entitled "Go Green and Support Cancer Care...Right Here". Funds raised help cancer patients throughout Newfoundland and Labrador.

Jennifer Yetman, Development Officer at the Foundation says, "We are thrilled to present our Go Green initiative with convenient new ways to send your holiday greetings this year featuring Newfoundland photography and online artwork. Our printed cards have been produced using environmentally friendly products approved by the Forest Stewardship Council of Canada. In addition, we are excited to launch a new interactive website that offers e-cards and the opportunity for businesses to send their holiday greetings to their employees and customers in a more environmentally friendly way, while also supporting cancer patients throughout the province – what a better way to share the true spirit of giving this coming season."

"We encourage Newfoundlanders and Labradorians as well as those living away from home to Go Green and Support Cancer Care...Right Here this holiday season. By doing so, they will assist the Foundation in raising funds for cancer treatment equipment, regional cancer centres and supportive care programs throughout the province. And we are proud to say that every dollar raised stays in the province."

Mr. Earl Ludlow, Chairman of the Foundation says, "We are always so grateful to those generous people and organizations who help us to help cancer patients and their families in Newfoundland and Labrador by supporting this important fundraising effort. Our sincerest thanks to the photographers, artists', and retail outlets throughout the province who have so willingly donated their time, talent and services in assisting us with this worthwhile project."

Cards may be purchased at various retail outlets throughout the province as well as at the Foundation office in packages of 10 for \$12.50. You can contact the Foundation office at 777-7589, 1-877-999-7589 or visit www.cancercarecards.ca.

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

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