
News Release

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

**Jennifer Yetman
Cancer Foundation Development Officer**

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FOR IMMEDIATE RELEASE

1000 Young Swimmers surpass their fundraising goal and raise over \$113,000.00 during the 13th Annual Swim for Hope!

St. John's, NL: Over 1000 young swimmers across Newfoundland and Labrador have raised over \$113,000.00 for the Dr. H. Bliss Murphy Cancer Care Foundation and Swimming Newfoundland and Labrador by participating in this year's Swim for Hope.

These young swimmers – whose ages range from six to 18 years old – are members of 14 Swimming Newfoundland and Labrador clubs who, along with Community Challenge swimmers, participated in the annual Swim for Hope, in communities from Gander to Port aux Basques, Mount Pearl to Labrador City. Since this event began over thirteen years ago, more than \$800,000 has been raised for cancer care in Newfoundland and Labrador.

“The amount of money these young swimmers continue to raise for cancer care in this province is astounding,” says Jennifer Yetman, Development Officer at the Dr. H. Bliss Murphy Cancer Care Foundation. “We want to thank the hundreds of volunteer organizers, parents, coaches, donors and swimmers who are involved this year as well as all the donors and sponsors who so generously supported all the swim clubs! Our sincerest thanks to both Aliant and Subway for their continued support of this amazing event.”

“It's encouraging to witness so many swimmers and their families passionate about this provincial fundraising initiative. At Aliant, we feel it's important to support and encourage our young people, particularly when they are engaged in such a great project. Aliant is proud to be a part of Swim for Hope again this year, and wishes to congratulate its participants on raising over \$113,000.00!” says Shawn Brown, Sales Manager for Eastern Newfoundland and Labrador.

Swim for Hope took place on Friday, March 20th in 14 communities across Newfoundland and Labrador. This fun event consisted of a 12-hour continuous swim relay where participants collected pledges from individual and corporate sponsors. The relay requires athletic ability and endurance and has phenomenal appeal to the members of Swimming Newfoundland and Labrador. Participation in Swim for Hope involves young people working as a team in an atmosphere of friendly rivalry against time constraints and other competing teams.

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 cancer programs in Newfoundland and Labrador

For further information, including contact information for local swim clubs, please call: Jennifer Yetman, Development Officer, Dr. H. Bliss Murphy Cancer Care Foundation, at: (709) 777-8861.