
News Release

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

**Lynette Hillier
Care Foundation Executive Director**

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FOR IMMEDIATE RELEASE

Cancer Patients and their Families receive support from Shoppers Drug Mart Tree of LIFE program

St. John's, NL: The Shoppers Drug Mart Tree of LIFE campaign transformed Shoppers Drug Mart stores into veritable forests thanks to the caring and generosity of their customers. This fundraising initiative raised \$21,458 for the Dr. H. Bliss Murphy Cancer Care Foundation. The cheque presentation was made on behalf of Shoppers Drug Mart stores in Newfoundland to the Foundation.

The Shoppers Drug Mart Tree of LIFE campaign raises funds for healthcare charities from coast-to-coast. During the five weeks of this fundraising campaign this past fall, customers purchased and signed brightly coloured paper leaves, maple leaves and apples to decorate the Tree of LIFE display in each Shoppers Drug Mart location. The proceeds from the Tree of LIFE in Newfoundland are designated for the Dr. H. Bliss Murphy Cancer Care Foundation's Patient and Family Support Fund.

Ms. Lynette Hillier, Executive Director, Dr. H. Bliss Murphy Cancer Care Foundation, in thanking the owners, staff and customers of Shoppers Drug Mart, said: "On behalf of cancer patients throughout the province, I want to thank Shoppers Drug Mart and their customers for ongoing support of our Patient and Family Support Fund. Based on our current statistics, this generous gift will assist almost 100 cancer patients and their families with treatment related expenses such as travel."

For the 18 month period of April 2007 – September 2008, the following are highlights from statistics for the Cancer Care Foundation's Patient and Family Support Fund:

- * The Cancer Care Foundation dispersed \$156,400 in assistance directly to cancer patients and their families
- * 742 applications were submitted to the Patient and Family Support Fund
- * 671 applications were approved and received assistance from the Patient and Family Support Fund
- * 73% of cancer patients assisted through the Patient and Family Support Fund identified the cost of travel between their homes and a cancer centre as their primary reason for applying to the Fund.

Shoppers Drug Mart Pharmacist/Owner Boyd Riggs said, "I am proud to present this cheque to benefit cancer patients and their families on behalf of all Pharmacist/Owners in Newfoundland. I would personally like to thank our employees and customers for their generous contribution to the Dr. H. Bliss Murphy Cancer Care Foundation's Patient and Family Support Fund."

For more information, contact:

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