
News Release

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

**From: Lynette Hillier
Executive Director**

FOR IMMEDIATE RELEASE

September 26, 2013

Wake Up Call Breakfast St. John's raises Over \$100,000 in support of Prostate Cancer

St. John's, NL: The inaugural Wake Up Call Breakfast St. John's presented by Prostate Cancer Canada, in partnership with the Dr. H. Bliss Murphy Cancer Care Foundation, at the Delta St. John's this morning received outstanding community support with an announcement of over \$100,000 raised from this event. The Wake Up Call Breakfast is Canada's only country-wide business focused breakfast series dedicated to the fight against prostate cancer.

"We are thankful for the support given to the Wake Up Call Breakfast by the business community", says Event Chair Steve Winter, President and CEO of the Newfoundland Labrador Liquor Corporation, "Two of my brothers are Prostate Cancer survivors so this cause certainly resonates close to home – our goal was to help support prostate cancer treatment in Newfoundland and Labrador and spread the message to men to encourage the importance of early detection."

"Prostate Cancer Canada Atlantic is thrilled to be partnering with the Dr. H. Bliss Murphy Cancer Care Foundation" says Peter Mallette, Director, and Prostate Cancer Canada Atlantic Region. "Together, we will increase the awareness of prostate cancer and the importance of early detection. Funds raised will support research to uncover better diagnostic and treatment options and to provide comprehensive support services for those living with prostate cancer."

Lynette Hillier, Executive Director of the Dr. H. Bliss Murphy Cancer Care Foundation says, "This event is an example of the power of partnerships! For men in Newfoundland and Labrador, prostate cancer remains the most frequently diagnosed type of cancer with an estimated 500 men diagnosed during 2013. We are proud to partner with Prostate Cancer Canada Atlantic Region to bring this successful breakfast series event to St. John's in support of our prostate cancer patients and their families."

About the Dr. H. Bliss Murphy Cancer Care Foundation:

The Dr. H. Bliss Murphy Cancer Care Foundation raises funds in support of treatment and supportive care programs for cancer patients, fund local cancer research initiatives and provides continuing education opportunities for staff of the Dr. H. Bliss Murphy Cancer Centre and cancer centres in Gander, Grand Falls-Windsor and Corner Brook.

About Prostate Cancer Canada:

Prostate cancer is the most common cancer to affect Canadian men, impacting one in seven men over the course of their lifetime. The Wake Up Call Breakfast is the only Canada-wide business breakfast series dedicated to the fight against prostate cancer. Over the past decade the event has attracted more than 20,000 business professionals and raised nearly \$2.6 million for Prostate Cancer Canada's critical work in the areas of education, research, and support.

- 30 -

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