

FOR IMMEDIATE RELEASE

Canadian Cancer Society Announces Partnership with Provincial Airlines and Innu Mikun Airlines for Air Daffodil

October 26, 2015

Goose Bay, NL – On Monday, October 26, 2015 at 11:00 a.m. the Canadian Cancer Society officially announced an exciting partnership with Provincial Airlines (PAL) and Innu Mikun Airlines at the Goose Bay Airport. This partnership will provide flights to cancer-related medical appointments in St. John's for people living with cancer in Labrador through the Society's program, Air Daffodil. In addition, Provincial Airlines and Innu Mikun Airlines have made an initial contribution of \$10,000 to this program.

"We are delighted to have PAL and Innu Mikun Airlines come on board as our official airlines for Air Daffodil," said Al Pelley, Vice President, Philanthropy, Canadian Cancer Society. "This partnership will go a long way in allowing us to meet the ever-increasing demand for this program."

In 2014, the Society launched a Labrador air travel assistance program, now called Air Daffodil, to offer free flights to treatment for people living with cancer in Labrador. This was a one-year pilot program. Since that time, the Society has provided 202 one-way free flights for cancer patients and caregivers.

"We are honoured to partner with the Canadian Cancer Society on this wonderful initiative. Helping the people of Labrador is very important to us, so this partnership to support Air Daffodil is a natural fit," said Stephen Dinn, Vice President, Business Development with Provincial Airlines.

After the one-year pilot program was complete, the Society decided that this much needed program for people living with cancer in Labrador should continue. The operation and availability of the travel program is strictly contingent on the amount of donations received by individuals and businesses in Labrador. As such, the Society is actively and diligently fundraising for Air Daffodil and hopes to resume the second phase of this program in the near future.

To further help grow the funds available for this already great program, Peter Woodward, Vice President of Operations, Woodward Group of Companies, decided to do something meaningful. He has made a significant donation to help Air Daffodil by donating a vehicle for ticket sales. This exciting donation announcement also happened today.

"The cost associated with travel to cancer treatments for people in Labrador can be an overwhelming financial burden," said Al Pelley, Vice President, Philanthropy, Canadian Cancer Society. "Thanks to our partnership with PAL and Innu Mikun Airlines, and through the support of Mr. Woodward, we will help relieve the financial stress associated with a cancer diagnosis, and allow people to focus on getting better."

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