



**For Immediate Release**

## **PAL Airlines and Air Borealis Renew Support for Canadian Cancer Society Air Daffodil Program for Cancer Patients in Labrador**

**St. John's, NL, April 25, 2018** – Three years ago, the Canadian Cancer Society officially launched a program to support cancer patients in Labrador who have to travel outside the region for cancer care. The “Air Daffodil” program was introduced to help alleviate the overwhelming financial burden associated with travel costs out of Labrador.

Matthew Piercey, CEO of the Canadian Cancer Society-NL said that the need for this important support program has been clearly demonstrated. “Since the implementation of this program in 2015, the Canadian Cancer Society has provided 658 one-way flights supporting 310 clients from all parts of Labrador. We are very grateful to PAL Airlines and Air Borealis for recognizing the good that this program is doing for cancer patients in Labrador by extending their support,” says Piercey. The airline offers in-kind travel as well as flexible medical fares to the Society’s “Air Daffodil” initiative. Mr. Piercey says, “Sponsorship of our support programs is integral to their success. We are also most thankful to individuals, businesses, service organizations and others in Labrador for stepping up and taking ownership of this program through financial donations and fundraising activities.”

“We are proud to support the Air Daffodil program for the third consecutive year and thank the Canadian Cancer Society for their initiative,” said Stephen Dinn, Vice President, Business Development at PAL Airlines.

Philip Earle, Vice President of Business Development for Air Borealis also commented on the importance of the program for patients in Labrador. “Our goal with this initiative is to reduce the stress on patients and their families who are required to travel outside of Labrador for their cancer treatment,” added Earle.

The Canadian Cancer Society’s Air Daffodil program provides two flights per year for a cancer patient and their caregiver. The number of flights that we can provide is strictly contingent upon the level of support received from the community.

### **About Canadian Cancer Society**

The Canadian Cancer Society is a national community-based organization of volunteers whose mission is to eradicate cancer and to enhance the quality of life of people living with cancer. Thanks to our donors, the Society has the most impact, against the most cancers in the most communities in Canada. Building on our progress, we are working with Canadians to change cancer forever.

### **About PAL Airlines**

PAL Airlines prides itself on actively contributing to the betterment of our communities. Each year our dedicated employees engage in extensive community sustainability initiatives focused on giving back – it's not a mandate but rather an extension of their core values. It is this unwavering approach to community involvement that has earned them consistent recognition and multiple awards throughout our markets. PAL Airlines was recognized for its commitment to charitable work and awarded with the Community Impact Award for 2016 by the St. John's Board of Trade. Our employees' passion and our valued clients' expectations are the driving force behind our community involvement.

### **About Air Borealis**

Through an historic agreement between the Innu and Inuit of Labrador, together with PAL Airlines, Air Borealis is an airline all can take great pride in. Air Borealis provides regular scheduled flights and cargo services to the North Coast of Labrador as well as charter and skedivac services to the North and South Coasts of Labrador and throughout Eastern Canada. The combined service and route networks of Air Borealis and PAL Airlines means more flight options, more routes, and total ease of travel for passengers.

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