

## NEWS RELEASE

### *Hickman's does it again with \$50,000 for Daffodil Place*

**St. John's, NL (April 9, 2008)**—Daffodil Place received another boost today as the Hickman Automotive Group committed some \$50,000 to the Canadian Cancer Society campaign. Joined by family members of staff whose loved ones have been touched some way by cancer, Bert Hickman, President, and Jon Hickman, Vice President, met Alan Doyle of Great Big Sea, a member of the Campaign's Cabinet, to kick off the partnership over a morning social at the Hickman Motors dealership on Kenmount Road in St. John's.

Hickman's Automotive Group is far reaching with seven dealerships around the province, including its head office at Hickman Motors in St John's. The Hickman brothers wanted to find a way to support families from around the province as a result, and figured there was no better way than to give to the Daffodil Place Campaign.

"Every year our group of companies commits tens of thousands of dollars to help out in the community, but this year we wanted to go above and beyond for a cause which affects so many people in our province," said Bert Hickman. "Families of cancer patients and patients themselves who live outside the capital region feel the struggles associated with dealing with this painful disease. Every one of us can point to a friend or loved one who has endured the travel and accommodation challenges associated with traveling to St. John's for cancer treatment. Daffodil Place will make that journey to recovery all the more pleasant with a 'home away from home' for those needing it."

Daffodil Place will provide appropriate accommodations such as private bedrooms and bathrooms, with space for a family member or caregiver. It will offer kitchen facilities and rooms for gathering or to offer encouragement. Daffodil Place will offer privacy for patients and allow them to recover with dignity and in comfort. The facility will open its doors in 2009.

Doyle said: "Since I became involved in the Daffodil Place Campaign I have seen an incredible amount of giving from the corporate community, governments and individuals. The contribution from Hickman's today is another reminder of the good will which exists in those of us who call Newfoundland and Labrador our home. On behalf of patients and their families, I thank you for helping us make Daffodil Place a reality."

John Steele, campaign chair, indicated the total dollars now received for Daffodil Place is close to the \$4 million mark.

Staff at other Hickman Motors locations in Carbonear, Burin, Clarenville and Gander and Hickman's Truck Centre and Hickman Saturn Saab dealership in St. John's, as well as Bodyworks Ltd and Terra Rent-a-Car Limited (Budget) also celebrated the \$50,000 donation with their respective staff today.

Media contact:

Karen McCarthy  
for/Hickman Automotive Group  
709 693-5872 cell  
[karen@m5.ca](mailto:karen@m5.ca)

Rose Daley  
Daffodil Place Campaign  
709 757-3455 tel  
[rdaley@nl.cancer.ca](mailto:rdaley@nl.cancer.ca)