

London Drugs Turns up the Volume on Vinyl Record Day

Largest Canadian Retailer of Vinyl Albums Joins Annual August 12 Celebration

RICHMOND, BC, August 8, 2015 – For true audiophiles, it's the most wonderful day of the year. Vinyl Record Day is a time for vinyl enthusiasts to band together to celebrate and experience music the way the artist intended.

Vinyl Record Day takes place August 12, and Western Canadian retailer [London Drugs](#) is joining the party.

"This is the second year we have participated in Vinyl Record Day in a big way, and it's because our staff and customers absolutely love celebrating vinyl and getting a little loud in our stores together," said **Andy Kahrmann, Business Unit Manager, London Drugs**. "This Vinyl Record Day, we have something going on in every store across Western Canada, with several larger events featuring vinyl DJs at select locations in Vancouver, Calgary and Edmonton."

Kahrmann says they see various types of vinyl customers come into stores hunting down titles. From an established collector with a collection of titles in the thousands looking to add a new 'dig' or two, to the first-time vinyl buyer looking to start collecting.

"There are so many types of vinyl customers, and we aim to offer a range of titles and turntables for everyone – from the teenager looking to discover vinyl on a budget, to the true audiophile who is looking for a fully immersive and quality audio experience," said **Kent Kresier, Audio Visual Manager, London Drugs, Edmonton South Common**. "What's been great for us to see since Vinyl Record Day last year is the growth of a new generation looking to experience vinyl. To have a hand in offering that experience is truly wonderful for us."

London Drugs is the first large retailer to offer a vast collection of vinyl, and has expanded its collection to several hundred titles over the last few years. The chain has become a go-to location for vinyl enthusiasts and has seen the audience for vinyl double over the last four years.

The company has also recently expanded its vinyl offering to customers who want the convenience of hunting down titles online. Online enthusiasts often take to sites like Kijiji to source fab finds, but also have the ability to [now shop at London Drugs online](#) and pick up their vinyl albums in store, or have them delivered.

Earlier this year, **Rolling Stone Magazine** reported that "Vinyl continues to be a noteworthy music industry trend," and according to **Nielsen SoundScan** "in 2014 the 12-inch had its best year in decades, selling 9.2 million units – a 51.8 percent increase over 2013".¹

Nielsen SoundScan Canada reported the record-setting growth of vinyl LPs posted the biggest sales total in the SoundScan Era with over 400,000 units in 2014.²

So why all the love for vinyl again? The simple answer – it's a memorable experience. Not only that, but it brings back memories. The nostalgia associated with a vinyl record cannot be matched by a digital track. The folks at [Vinyl Record Day](#) may have said it best:

¹ Source: <http://www.rollingstone.com/music/news/streaming-vinyl-rises-amid-declining-album-sales-in-nielsens-2014-report-20150108#ixzz3i3beSQmL>

² Source: <http://www.nielsen.com/ca/en/press-room/2015/2014-nielsen-music-canada-report.html>

“No less important to the purpose of preservation is the goal to establish a national day to enjoy our favorite music. Perhaps most important of all, Vinyl Record Day is to not lose touch with what is individual to us, yet is shared by millions worldwide; the ability for music to remind us that regardless of national news, or personal daily challenges, we attach fond memories to our music, nothing else connects us to friends, family, and special times as the songs of our personal soundtrack. Vinyl Record Day is August 12; the day Edison invented the phonograph in 1877.”

[LONDON DRUGS VINYL RECORD DAY 2015 OFFERS](#)



Buy any 3 LPs,
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FREE!*

Estimated value: \$21.99 to \$34.99 depending on the title selected. Offer available August 12-26, 2015.

- With the purchase of any Dual Turntable, receive an LP of your choice FREE!* Value up to \$39.99**
- With the purchase of the August Speaker Deal of the Month Package, receive an LP of your choice FREE!* Value up to \$39.99.**

*One LP equals one disc (LP) – Double LP's equal 2 discs (LP's). While quantities last.

**Offers available August 12, 2015 only. While quantities last.

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About London Drugs

Founded in 1945, B.C.-based London Drugs has 79 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store www.londondrugs.com London Drugs offers consumers a range of products from digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 7,000 people with pharmacy and health care services being the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring company and continues to position itself for future growth and development.

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