

FOR IMMEDIATE RELEASE

**PINK – MOST DEFINITELY EVERYONE’S COLOUR:  
LONDON DRUGS CONTINUES SUPPORT FOR CKNW KIDS’ FUND PINK SHIRT DAY**

*Proceeds from Sales of Official Pink Shirt Day Merchandise at London Drugs Locations  
Help Benefit Anti-Bullying Programs, Community Organizations in BC and Beyond*

**Richmond, BC (February 6, 2023)** – [London Drugs](#) continues its dedication to communities across Western Canada as the official Retail Partner for CKNW Kids’ Fund’s annual [Pink Shirt Day](#). The Western Canadian retailer hopes to encourage others to take a stand against bullying by proudly wearing pink on Wednesday, February 22.

Since 2009, London Drugs has been a proud partner and supporter of Pink Shirt Day with its goals to raise awareness and funds for anti-bullying and children’s programs. Thousands of Pink Shirt Day supporters across Canada mark the annual occasion by putting on pink to show their support for safer, more inclusive schools, workplaces, and communities. Since its foundation in 2007, Pink Shirt Day has grown far beyond its Canadian borders, with over 110 countries now participating in the annual event.

“Pink Shirt Day is a very special fundraising opportunity for us,” says **London Drugs president and COO Clint Mahlman**. “Our team is humbled to play such a pivotal role in this annual event and encourages communities across Western Canada to stand in solidarity against bullying by purchasing Pink Shirt Day merchandise.”

Throughout February, supporters can purchase official Pink Shirt Day merchandise such as T-shirts, toques, bracelets and buttons at each of London Drugs’ 79 locations across Western Canada and online at [londondrugs.com](#). One hundred per cent of net proceeds from the merchandise sales will be distributed to various organizations supported by CKNW.

“Our 2023 Pink Shirt Day design was inspired by moments of kindness, empathy and understanding that can mean so much to children impacted by bullying. For bullied kids, it can be hard to know where to turn says **Sara Dubois-Phillips, CKNW Kids’ Fund executive director**. “By supporting this year’s campaign you are funding organizations and programs that promote healthy self-esteem, empathy, compassion and kindness.”

Last year London Drugs customers in Western Canada purchased 15,807 T-shirts and 8,631 accessories. Since the partnership formed in 2009, London Drugs has supported the CKNW Kids’ Fund with nearly \$1.8 million in official Pink Shirt Day merchandise sales and donations.

Approximately \$2.6 million has been distributed to support youth anti-bullying programs throughout Western Canada since Pink Shirt Day was first launched in British Columbia.

In 2022, CKNW helped fund several organizations, including:

- [Autism Society of BC](#), [Boys and Girls Clubs of Greater Vancouver](#),
- [Big Brothers of Greater Vancouver](#), [Big Sisters of BC Lower Mainland](#)
- [Children of the Street Society](#), [Crisis Intervention and Suicide Prevention](#)
- [Leave Out Violence Society \(LOVE BC\)](#), [Vancouver Out On Screen Film and Video Society](#)
- [Stigma-Free Society](#)

For more information or to purchase your Pink Shirt Day items, visit [londondrugs.com](#).

## About London Drugs

Founded in 1945, B.C.-based London Drugs sells to every province and territory in Canada through its online store [www.londondrugs.com](http://www.londondrugs.com) and has 79 physical stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba. London Drugs offers customers a range of products from personal protection equipment for pandemic safety to digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 9,000 people with pharmacy and health care services at the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring Canadian company that supports Canadian brands and continues to position itself for future growth and development.

Social media:

**Facebook:** [/LondonDrugs](https://www.facebook.com/LondonDrugs)

**Twitter:** [@LondonDrugs](https://twitter.com/LondonDrugs)

**Instagram:** [@LondonDrugs](https://www.instagram.com/LondonDrugs)

Hashtag Intel:

#PinkShirtDay

#LondonDrugs

#LiftEachOtherUp

## About Pink Shirt Day

In 2007, two Nova Scotia students took action after witnessing a younger student being bullied for wearing a pink shirt to school. The students bought 50 pink t-shirts and encouraged schoolmates to wear them and send a powerful message of solidarity to the bully. [www.pinkshirtday.ca](http://www.pinkshirtday.ca)

## About CKNW Kids' Fund

Dedicated to enhancing the lives of children with social, physical and mental challenges living in BC communities. We provide funding to both individual children and organizations for a variety of developmental needs, with an emphasis on therapies, educational bursaries and specialized medical equipment. CKNW Kids' Fund Pink Shirt Day campaign has raised more than \$2.5 million for anti-bullying programs in Western Canada since 2008. [www.cknwkidsfund.com](http://www.cknwkidsfund.com)

**For more information and requests for interviews, please contact:**

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