



**You get, you give:**

**Get your flu shot and help boost immunity around the world**

*I Boost Immunity is teaming up with London Drugs this flu season to help protect the world's most vulnerable children in support of UNICEF Canada*

**Victoria, B.C. October 30, 2018** – With influenza season fast approaching, [I Boost Immunity](#) (IBI) is once again partnering with [London Drugs](#) to remind everyone that one of the best reasons to get vaccinated against influenza is to protect yourself, as well as those around you who are most at risk. And since vaccination benefits all of us, for every flu shot administered at any one of [80 London Drugs pharmacies](#), a second lifesaving vaccine will be donated to UNICEF Canada through I Boost Immunity to immunize a child in another country.

Since 2016, I Boost Immunity has donated over 730,000 vaccines for children through UNICEF by rewarding visitors to its website with vaccines for doing online quizzes about vaccine health. “Our goal is to increase awareness about the importance of getting vaccinated against diseases like influenza to improve immunization rates both here in Canada and across the globe,” says Shannon Turner, Executive Director of the Public Health Association of BC. “Teaming up with London Drugs provides a wonderful example of global citizenship in action. The simple act of getting your flu shot has a multiplier effect by also helping vaccinate children around the world at the same time.”

It is crucial for individuals at high-risk for developing severe disease or complications from influenza, such as newborns, young children, pregnant women, and adults with chronic medical conditions, to be immunized against influenza. “Many people mistakenly believe there's no need to get a flu shot because they are healthy,” says Gianni Del Negro, Pharmacist at London Drugs. “But good health is not an excuse to skip the vaccine, especially if you may be in close contact with people more likely to get severe illness from influenza. Not only that, but anyone who receives the flu shot at our pharmacies will be making a global impact, providing life-saving vaccinations to children worldwide, while taking care of their own health needs and potentially saving the lives of people in their own community as well,” says Del Negro.

Test your knowledge by taking I Boost Immunity's [influenza quiz](#) and earn vaccines for UNICEF Canada at the same time.

To learn more about getting the flu shot at London Drugs, visit: <http://www.LondonDrugs.com/flu>.



## **ABOUT I BOOST IMMUNITY**

I Boost Immunity is a BC-based online learning platform about vaccination and science that rewards individual knowledge with vaccines for kids and is supported by the Province of British Columbia and administered by the Public Health Association of BC. The website uses quizzes, articles and stories in a fun and engaging way to raise local literacy about immunization, and pairs it with a global reward: childhood vaccines through UNICEF. For more information, visit [www.iboostimmunity.com](http://www.iboostimmunity.com).

## **ABOUT LONDON DRUGS**

Founded in 1945, B.C.-based [London Drugs](http://www.LondonDrugs.com) has 80 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store [www.londondrugs.com](http://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 7,500 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. For more information, visit [www.LondonDrugs.com](http://www.LondonDrugs.com).

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**For more information or to arrange an interview, please contact:**  
Ron White at 250.595-8422 or email at [ron\\_white@ymail.com](mailto:ron_white@ymail.com)