



FOR IMMEDIATE RELEASE

London Drugs continues tradition of being Pink Shirt Day Official Retailer

Pink Shirt Day t-shirts now available at London Drugs with proceeds supporting anti-bullying programs

January 31, 2019, RICHMOND, B.C. - Western Canadian retailer, London Drugs, is proud to continue its longstanding support of the Pink Shirt Day campaign. Cyberbullying continues to be the focus of the Pink Shirt Day campaign. The 2019 official Pink Shirt Day t-shirt proclaims 'Be Kind', offering a message to encourage everyone to think before they post on social media.

"This year we are focused on encouraging everyone to ask themselves to Think before posting any online messages," says Sara Dubois-Phillips, Executive Director of the CKNW Kids' Fund. "We want people to ask themselves if it is True, Helpful, Inspiring, Necessary and Kind."

Official Pink Shirt Day t-shirts are now available at all London Drugs locations across Western Canada in youth or adult sizes. Net proceeds are distributed through CKNW Kids' Fund to support youth anti-bullying programs throughout Western Canada including the Boys & Girls Clubs across British Columbia, Alberta, Saskatchewan and Manitoba.

"We are honoured to continue our long-standing partnership with Pink Shirt Day and the CKNW Kids' Fund," said Clint Mahlman, London Drugs Executive Vice President and Chief Operating Officer. "Since becoming involved with this campaign when it was first launched, we have raised over \$1.4 million towards anti-bullying programs. We couldn't achieve that without our customers and staff embracing these important anti-bullying messages."

This year Pink Shirt Day, which is at the center of a month-long anti-bullying awareness campaign, falls on February 27th. Thousands of Canadians are expected to wear pink to show their support for safe and inclusive schools, workplaces and communities.

As one of the first official Pink Shirt Day sponsors and now after a decade of involvement, London Drugs has helped raise more than 1.4 million dollars for CKNW Kids' Fund supporting a variety of community organizations. In 2018 alone, over 20,000 official Pink Shirt Day t-shirts were purchased at London Drugs.

In addition to pink shirts, London Drugs will also be selling pink shirt plush bears, Be Kind toques and pink wrist bands to raise awareness and funds to support this integral campaign. This year, London Drugs is joined by Coast Capital Savings as the retail and presenting sponsors of Pink Shirt Day 2019.



ABOUT LONDON DRUGS

Founded in 1945, London Drugs has 80 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 7,500 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.

ABOUT PINK SHIRT DAY

In 2007, two Nova Scotia students decided to take 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. CKNW Orphan's Fund was inspired by the story and to date have raised more than \$1.8 million for anti-bullying programs in Western Canada with the sales of Pink Shirt Day t-Shirts.

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.

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