

Official Red Cross #PinkDay T-shirts Available at Saskatchewan London Drugs in support of Red Cross Pink Day on February 24, 2016

Regina, SK, January 29, 2016 – London Drugs is proud to join the culture change as the 2016 Red Cross Pink Day campaign begins in Saskatchewan.

Pink Day is a national movement to create awareness of and prevent bullying in schools and communities. [London Drugs](#) is proud to become an official retail partner for the popular Pink Day campaign with the Red Cross.



“London Drugs has been involved with Pink Shirt Day for years with all of our markets but we were eager to work with a local organization,” said Cory Muir, London Drugs store manager. “We are thrilled to be a retail partner for the Red Cross with this great initiative. Red Cross Pink Day shirts and wristbands are available at all four of our Saskatchewan locations. We want to encourage everyone to join us and wear pink on February 24.”

Pink Day

In 2016, Pink Day in Saskatchewan coincides with the national Pink Day campaign on February 24. Together, all Canadians will unite to bring awareness to the issue of bullying at schools and in communities. Thousands of Saskatchewan residents are expected to turn schools and businesses into a sea of pink to help raise funds for anti-bullying programs in schools and programs throughout the province.

“Pink Day is not just a way to create awareness of bullying, but also a way to give kids the tools they need to protect themselves from this type of behaviour,” said Luc Mullinder, Project Manager for Red Cross Pink Day. “Each year we see growth as more schools and organizations see the benefit of Pink Day and the positive effect it has on our youth. Our goal is to continue that effort and reach every single student with bullying prevention education.”

The shirt and wrist band combos are available for \$20 plus applicable taxes with net proceeds supporting Red Cross bullying prevention programs in Saskatchewan.

Support of Pink Day has grown dramatically since 2007, following the actions of two Grade 12 students in Nova Scotia. The students witnessed a Grade 9 student being bullied for wearing pink to school and encouraged their schoolmates to also wear pink in support of this student. Since then, wearing a pink shirt has sent a powerful message against bullying.

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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 7,500 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 Red Cross Saskatchewan

The Canadian Red Cross is Canada's leader in bullying prevention education. Its *Respect Education: Promoting Respect, Preventing Violence* team provides award-winning violence, bullying, and abuse prevention programming that educates children, youth and adults on how to stop and get help for violence.

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