

Canadian Retailer London Drugs Targets Calgary for Store Expansion and Revamp

London Drugs' ninth Calgary location opens in Sage Hill on Black Friday

November 24, 2016 – For over forty years, London Drugs has been selling everything from computers to groceries in addition to serving the health care needs of Calgarians. The family owned retailer celebrates the opening of its ninth store in Calgary this Friday at its new Sage Hill location at 50 Sage Hill Plaza NW. The new store is part of the chain's broader strategy to grow the Calgary market which includes opening additional locations, upgrading existing stores, and offering a tailored one-stop shopping experience to make life less complicated for customers in each community it serves.

"The fact that Alberta leads the country in retail sales per person is one reason Calgary is an attractive market for us. But it also makes sense for a variety of other reasons: we have deep roots here, community support and highly-trained staff – some who have been with London Drugs for nearly 30 years. We've invested in them and we know they can be counted on," says London Drugs Executive Vice President and Chief Operating Officer, Clint Mahlman. The company currently employs 780 people in Calgary and has hired 189 new staff in the last three months including 45 for the new store.

Understanding and supporting the communities around each store location in Calgary has been a priority for London Drugs in recent years. It relies on its staff to understand the particular needs and wants of the neighbourhoods surrounding each store. This allows them to take a proactive, grassroots approach to providing support whether it be by hosting specific community events or by tailoring product offerings in certain locations to build a better shopping experience.

For instance, some Calgary stores host 'Local Inspirations Art Galleries' in their photolabs to give Calgary photographers and artists a platform to showcase their work in the community. They have also partnered with Community Associations throughout the city to host community cleanups in store parking lots to divert tens of thousands of pounds of waste and electronics from city landfills.

"We thrive on finding new ways to take care of people and, to us, care starts with the individual and extends to our shared community and environment," says Mahlman.

The new London Drugs location in Sage Hill features a 'Learning Lab'. In addition to hosting their own workshops on topics from health and wellness to technology and sustainability, the space will be available for use by Calgary community groups, local educators and experts.

For those hoping to get a first look of the new store, London Drugs is welcoming customers to a ribbon cutting ceremony and grand opening celebration at 8:30am on Friday, November 25th (Black Friday). The first customers in line will get a gift from the store and the first opportunity to take advantage of Black Friday door crasher deals and the lowest price of the year on many items. The grand opening celebrations will continue through the weekend with in-store demos and prizes for customers. Black Friday deals will continue through to Wednesday November 30th.

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 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.

Media are invited to visit the new store on Thursday or to attend the grand re-opening and ribbon cutting ceremony on Friday to capture photos or video.

London Drugs' Executive Vice President and Chief Operating Officer, Clint Mahlman, is available for interviews.

To schedule a time, please contact:

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A first look inside the new London Drugs in Sage Hill

London Drugs – Sage Hill Crossing
50 Sage Hill Plaza NW

Computers

The new store design features an open technology environment to support customers' connectivity needs for home and office, making shopping a simpler experience. With all the top names in Computers, Cameras, Electronics, Audio, Mobile Phones and Photolab services, London Drugs is a one stop shop for technology essentials.

Customers can also attend hosted workshops to receive technology training; everything from how to get the most from your digital camera to determining the best computer for your lifestyle.

Pharmacy

Pharmacy is the heart of London Drugs. The Sage Hill location offers an expanded consultation area and private consultation rooms, supporting the expanded role of pharmacists in delivering a range of health and wellness services to patients in Calgary. In addition to helping customers find solutions to everyday health issues around allergy, cough & cold, pain management, stomach health and eye care, pharmacists provide flu vaccinations, diabetes management programs, travel vaccinations and medical advice, chronic disease management, screening and prevention clinics, medication reviews and much more.

Cosmetics

You'll find London Drugs exclusive, luxury cosmetic lines, and an expanded selection of trusted favorites in the store's new beauty department. London Drugs beauty advisors are trained across all brands and needs — from recommending skincare products to finding the perfect pallets, shadows and shades. The open-concept design and fluid layout allows customers to touch, feel and try new and exciting products while they shop.

Learning Lab

The store's brand new classroom-style Learning Lab was designed to create an open learning environment for customers. Trained London Drugs experts will be offering comprehensive educational workshops in-store, on topics from health and wellness to technology and sustainability.

In an effort to foster a collaborative and community learning environment, the Learning Lab will also be available for use by Calgary community groups, local educators and experts.