



Canadian Retailers Brace for Biggest Black Friday Yet Black Friday kick starts smart Christmas holiday shopping

NOVEMBER 24, 2015, RICHMOND, B.C. – Last year Canadian [retail sales in November](#) unexpectedly rose to a record high \$43.03 billion. What began as a U.S. retail holiday on the day after American Thanksgiving, Black Friday is now as much a Canadian shopping tradition. And it's a good time to start the holiday shop. With great product selection at the end of November and best in season special pricing, consumers can take advantage of the early start and savings, getting a smart kick start on Christmas.

*Black Friday pricing has been revealed for London Drugs' 78 stores and www.LondonDrugs.com. Six days of Black Friday pricing will begin on Friday November 27 until December 2. Black Friday deals will be available online starting at 12:01 am Friday November 27. Cyber Monday and a full week of online "Cyber Week Savings" will run Monday November 30 until December 4 with savings on everything from laptops, tablets, TVs, videogame consoles, home appliances, photography equipment, beauty, make up and personal grooming items.

Seven Smart Reasons to Shop London Drugs this Black Friday and Cyber Monday:

1. Order online and pick up in any London Drugs store within two hours.
2. Change of hours – Opening EARLY – Several London Drugs stores are opening at 7 and 8 am on Black Friday. Check with your local London Drugs store for details:
<http://www.londondrugs.com/on/demandware.store/Sites-LondonDrugs-Site/default/Stores-Find>
3. London Drugs digital Black Friday and Cyber Monday deals can be easily found on www.londondrugs.com.
4. We'll match any Canadian competitor's advertised price on identical products we sell. Store staff are equipped with iPads for immediate price comparison while shopping in our stores.
5. London Drugs is 100% Canadian family owned and operated.
6. When shopping at London Drugs, you have warranty and service at your fingertips. NO HASSLE returns.
7. Let's not forget the environment! With all products purchased at London Drugs, all of the packaging can be recycled, instead of going to landfills. London Drugs can recycle just about everything it sells, including all product packaging and nasty Styrofoam.

About Black Friday and Cyber Monday at London Drugs

London Drugs' Black Friday deals run Friday November 27th until Wednesday December 2nd. Cyber Week Savings runs Monday November 30th until December 4th

***Black Friday flyer:**

http://www.londondrugs.com/Store-Flyer/eflyer-wi.default.pg.html?flyer_type_name=gm&flyer_run_id=90748

***Cyber Monday flyer:**

http://www.londondrugs.com/Store-Flyer/eflyer-wi.default.pg.html?flyer_type_name=insert&flyer_run_id=100845

Several London Drugs stores are opening at 7 and 8 am on Black Friday. Check with your [local London Drugs](#) store for details. London Drugs offers easy online ordering, shipping anywhere in Canada, with a two hour turnaround for pick up at any London Drugs store.

About London Drugs

Founded in 1945, 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 7000 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.

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For more information or to interview a store employee please contact:

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