

FOR IMMEDIATE RELEASE

## **BRINGING BACK THE LOVE: LONDON DRUGS' CARDS FOR ALL PROGRAM RETURNS TO STORES THIS VALENTINE'S DAY**

*100 per cent of proceeds from Cards for All are donated to United Way in support of important community initiatives across Western Canada*



**Richmond, BC (February 1, 2023)** - In an ongoing commitment to supporting diverse communities across Western Canada, [London Drugs](#) is once again bringing back the successful *Cards for All* program, to celebrate *all love* this Valentine's Day.

In 2020, London Drugs rolled out the *Cards for All* program in 20 stores across Western Canada, and with the success and popularity shown in the first year, have since expanded to all London Drugs locations. With a selection of Valentine's Day cards created honouring many relationships that aren't often represented in traditional greeting card offerings, many customers finally felt seen. Instead of gearing to the masses with a cupid-cookie-cutter, one-size-fits-all assortment of cards, this collection speaks to diverse lifestyles, modern global issues, to share the message that simply, love is love.

Every year since, London Drugs' Valentine's cards from the *Cards for All* collection celebrate February 14<sup>th</sup> in a big way, and with that all-heart tone, the brand continues to share the love.

Along with *Cards for All* returning this year, London Drugs is introducing a brand-new element to their card program, that goes well beyond Valentine's Day. '*Cards for All Occasions*' invites customers to submit suggestions for occasions and celebrations that are currently not found in greeting card aisles. The selected card topics and messaging will feature illustrations by a local artist, as well as compensation to the customer for their chosen ideas. The world is changing, and London Drugs promises to keep up.

"London Drugs is proud of our continued commitment in creating an inclusive environment for our employees and customers, and we are delighted to bring this program back for another year, along with the expansion of the program with *Cards for All Occasions*" said London Drugs president and COO Clint Mahlman. "Partnering with United Way is just one way we can show support for the great work they do in communities across Western Canada. It means a lot to us."

All proceeds from the *Cards For All* collection are being donated to United Way community initiatives in Western Canada, with a continued goal to build vibrant, inclusive communities.

"United Way believes in the power of local love initiatives, such as the *Cards for All* campaign. Collectively, we can build healthier, caring and inclusive communities. We thank London Drugs for their support of the work United Way does in helping everyone, in every community, access and connect to the programs and services they need," said Michael McKnight, president, and CEO of United Way British Columbia.

For more information, or to submit an idea for '*Cards for All Occasions*', please visit [londondrugs.com/cards-for-all.html](http://londondrugs.com/cards-for-all.html)

For more information and store locations, visit [londondrugs.com/cards-for-all.html](http://londondrugs.com/cards-for-all.html)

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## **About London Drugs**

Founded in 1945, B.C.-based London Drugs sells to every province and territory in Canada through its online store [www.londondrugs.com](http://www.londondrugs.com) and has 79 physical stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba. London Drugs offers customers 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 9,000 people with pharmacy and health care services at the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring Canadian company that supports Canadian brands and continues to position itself for future growth and development.

**Social media:**

**Facebook:** [/LondonDrugs](#)

**Twitter:** [@LondonDrugs](#)

**Instagram:** [@LondonDrugs](#)

**Hashtag Intel:**

#LondonDrugs

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