



Period poverty in Canada worsening as a result of the pandemic

United Way and London Drugs calling on Canadians to help fill immediate need for menstrual product donations as pandemic leaves many struggling to afford necessities

May 27, 2021, RICHMOND, B.C. – With the COVID-19 pandemic has come a wave of challenges for Canadians including job loss, which for many has amplified the ongoing struggle to afford basic necessities like menstrual products.

“Nobody should have to choose between buying food or buying period products. We’re putting the call out to Canadians to help us fill the immediate need exacerbated by the pandemic, but also help solve the systemic problem of period poverty in our community,” explains Neal Adolph, Director of the CLC Labour Participation department at United Way of the Lower Mainland.

To help improve access to essential menstrual products and bring awareness to the issue of period poverty in Canada, London Drugs is working with United Way to make period products more accessible as part of a new campaign called *Wellness.Period.*

Between May 28th and June 30th, for every qualifying period hygiene product purchased at London Drugs, a financial or product donation will be made to United Way for distribution to local community organizations.

Period poverty has profound negative impacts on the lives of those who menstruate, including missed school or work, reduced social and community involvement as well as emotional stress and anxiety. Almost two-thirds of females aged 14 to 55 in Canada say they have had to miss out on an activity because of their period and concerns about not being able to access menstrual hygiene products, according to [data from before the pandemic in 2019](#).

“Families are especially vulnerable to period poverty if they are struggling to cover monthly bills as many are right now as a result of the pandemic. The need for menstrual product donations has never been so high,” says Adolph.

Every menstrual hygiene product purchased at any London Drugs location or online at [LondonDrugs.com](https://www.LondonDrugs.com) this June will help United Way get much-needed products to vulnerable people who need them.

“Menstrual supply scarcity is typically associated with other countries. But it is happening right here in our communities,” says Clint Mahlman, President and COO of London Drugs.

“Working with our vendor partners, our staff and our customers, we can build healthier, more caring and inclusive communities where everyone has access.”

For more information about the *Wellness.Period* campaign visit, londondrugs.com/wellnessperiod

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 and has 81 physical stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba. London Drugs offers consumers a range of products from personal protection equipment for pandemic safety, to digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 9000 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 Canadian company that supports Canadian brands and continues to position itself for future growth and development.

ABOUT UNITED WAY

United Way is a federated network of 76 local United Way Centraide offices serving more than 5,000 communities across Canada, each registered as its own non-profit organization and governed by an independent volunteer-led local Board of Directors. Locally and nationally, our goal is the same - to create opportunities for a better life for everyone in our communities.

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