



FOR IMMEDIATE RELEASE

**London Drugs achieves waste diversion milestone:  
One million pounds of plastic recycled**

***Over 12 million pounds of waste diverted from city landfills across Western  
Canada last year, a 93.5% waste diversion rate***

**April 22, 2019 – Vancouver, B.C.** – London Drugs today announced an important milestone in its long-standing commitment to waste reduction: over one million pounds of plastic was recycled by the company last year, a fifty per cent increase from 2017 totals. Thanks to its robust recycling program and its committed partners and customers, the chain also diverted over 12 million pounds of waste from landfills in 2018. What's more, the company has seen a 75 per cent reduction in plastic bag consumption by customers since 2016.

"We applaud our customers and our partners for helping us to embrace a future with less plastic waste," says Raman Johal, London Drugs Retail Operations Sustainability Specialist. "The cardboard, Styrofoam and other materials diverted from landfills is a culmination of several initiatives London Drugs has undertaken in our stores, head office and distribution centre, and just as important is a nod to our customers for bringing in these materials for proper recycling instead of throwing it in the garbage and having it end up in our landfills."

Since the launch of 'What's the Green Deal?' in 2008, London Drugs commitment to recycling and sustainability has steadily increased both in store and customer recycling rates. The chain now boasts an impressive overall 93.5% waste diversion rate.

London Drugs accepts recycling in all of its locations across Western Canada and has Recycling Centres in 39 stores making it convenient for customers to recycle everything from batteries to Styrofoam, small appliances and [more](#).

"From waste, to energy savings, to supply chain improvements, to customer communication and green product education, 'What's the Green Deal?' continues to evolve and makes it easier for our customers to make sustainable choices, to shop greener and to recycle," adds Johal.

Through this continued commitment to recycling, plastic and waste reduction, the company has built connections with many likeminded customers who have similar environmental goals and are going to great lengths to promote plastic reduction; customers like Mason Vander Ploeg.

The eleven-year-old boy is the creator of 'Mason's Ocean', a campaign that uses social media to share important information about how everyday recycling actions can prevent waste from ending up in our oceans.

To celebrate Earth Day, London Drugs worked with Mason to create a [video](#) to help share his passion for the ocean and to help spread his message: "We can all make a difference if we recycle together."



“London Drugs is a company that is leading by example by providing easy and accessible recycling bins to help reduce the amount of plastic that ends up in the landfills and oceans,” he says.

### **ABOUT LONDON DRUGS**

Founded in 1945, B.C.-based London Drugs has 81 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store [www.LondonDrugs.com](http://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.

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To schedule an interview or for more information, please contact:

Cynnamon Schreinert  
604-802-2733  
[cynnamon@hartleypr.com](mailto:cynnamon@hartleypr.com)