

## Vinyl Records Now the Fastest Growing Music Segment

### Celebrating the Record Renaissance on Vinyl Record Day, August 12, 2016

**Richmond, BC, August 10, 2016** – Despite an explosion in digital album sales, vinyl records are now the fastest growing music segment. For the first six months of 2016 alone, Vinyl LP sales were up 39 per cent in Canada over last year, according to [Nielsen Canada's 2016 Mid-Year Music Canada Report](#).

Canadian retailer, [London Drugs](#), was one of the first to recognize this bright spot in the music business and has steadily expanded its collection to between 400-500 titles at any given time. The chain has become a go-to for vinyl enthusiasts in Western Canada and nationally through its ecommerce site, [LondonDrugs.com](#), where several hundred additional titles are available.

"The nostalgia associated with vinyl cannot be matched by a digital track, and for many who used to listen to vinyl back in the 80's and earlier, the entire process beginning with the shopping experience, the perusing of the liner notes and cover art and ultimately the analogue audio experience-brings back memories," says Colin Cottrell, Electronics and AudioVideo Systems Merchandise Manager at London Drugs.

Vinyl, with its warm, natural, dynamic sound, has become the preferred audio experience for old school audiophiles and millennials alike and popular musicians like [Justin Bieber](#), [Mumford & Sons](#) and [The Lumineers](#) are releasing their new music on vinyl LP's. [Adele's 25](#) was the best-selling vinyl record in Canada last year.

"We see a wide variety of customers looking for vinyl now, from boomers looking to experience the sound quality they remember from their youth, to a whole new generation of young customers who are discovering vinyl for the very first time," says Andy Kahrmann, Business Unit Manager at London Drugs.

This week, fans of vinyl celebrate the day Thomas Edison invented the phonograph back in 1877 with Vinyl Record Day on August 12<sup>th</sup>, 2016. [London Drugs stores will be spinning vinyl in stores](#), featuring the [latest in turntable technology](#) and offering one-day only special offers including 15% off [all LP's](#), and a free LP (value up to \$39.99) with the purchase of the Audio Deal of the Month.

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#### 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 [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 7,000 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.

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