

Photo Walks Gaining Ground Among Hobby Photographers

London Drugs hosting photo walks in communities across Western Canada on World Photo Day, August 19, 2016

Richmond, BC, August 19, 2016 – Photo walks encourage photographers to get social and get outside. These social photography events have continued to grow in popularity as more hobbyist photographers look for ways to capture the beauty of the outdoors, while connecting with their local photography community and honing their skills.

In the spirit of [World Photo Day](#) on August 19th, London Drugs is providing free [photography workshops](#) in-store, and hosting guided [photo walks](#) in communities across Western Canada. The workshops and photo walks will be dedicated to helping photographers of all experience levels to improve their skillsets with tips, tricks and tech advice from camera and photography experts.

“Exposure to changing scenery and socializing with other photographers can be great sources of inspiration. Photo walks can provide new perspective, bolster creativity and be added encouragement to hunt down that perfect shot,” says Andy Kahrman, Business Unit Manager at London Drugs.

Kahrman encourages photographers, both hobbyist and professional, to celebrate World Photo Day by attending a [workshop or photo walk](#) at London Drugs. As part of the celebrations, [London Drugs Photolab](#) will also be offering digital prints in stores for just \$1.99 (8” x 8”, 8” x 10” and 8” x 12”) on World Photo Day (August 19, 2016).

“Sometimes we forget that printed photos are one of the most meaningful ways to celebrate photography. When you print an image you are proud of and hold it in your hands, you notice details that you might not have seen on a computer or phone screen. For the same reason, printing photos is a great learning experience,” says Kahrman.

[World Photo Day](#) is celebrated by photographers in 111 countries worldwide. It aims to inspire shutterbugs around the world to get active in developing their photography skills, expanding their knowledge through learning new techniques, and joining classes or group photo walks.

Join the celebration on social using #WorldPhotoDay and by following London Drugs Photolab on [Twitter](#) and [Instagram](#).

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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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