

LONDON DRUGS AIMS TO DOUBLE RECYCLING DURING EARTH MONTH

Retailer applauds everyday green heroes who helped keep over 10 million pounds of waste out of landfills in the last year

MARCH 31, 2014, VANCOUVER, B.C. – London Drugs today announced aggressive recycling goals for Earth Month aiming to double the amount of materials recycled in stores over April last year.

"More than 52,000 kilograms of waste including electronics, Styrofoam, cardboard and other materials were recycled in stores last April. This year we hope to see a 100 per cent increase," says Maury McCausland, Administrator of Retail Operations and Sustainability for London Drugs.

With many Canadians taking part in spring cleaning during the month of April it is a perfect opportunity for customers to collect their old electronics, light bulbs, batteries, cell phones and other [recyclable items](#) and drop them off at any [London Drugs location](#).

"Every time you make the effort to bring in batteries, packaging or old appliances, you are truly an everyday green hero. Doing the little things can really add up," adds McCausland.

Last year London Drugs customers helped keep over 10 million pounds of waste out of landfills and toxic materials out of the ecosystem.

Customers who bring items into stores for recycling between April 11th and April 30th can fill out an entry form for a chance to win the Energy Efficient Electronics Bundle including a Samsung 46" LED Energy Star TV and a Microsoft Surface 2 32GB Tablet (valued at over \$1500).

London Drugs' [What's the Green Deal?](#) recycling stations can be found in stores. Products that can be recycled include:

Bring Back the Pack

- All Cardboard
- All Paper products
- All Hard Plastic
- All soft plastic
- Styrofoam – from packaging purchased at London Drugs

Customer recycling

- All ink jet & Toner cartridges
- Brita Water Filters
- VHS Tapes & DVD's with the purchase of new media
- Single use cameras
- Small Refrigerators & freezer – Purchased at London Drugs
- Small Air conditioners – Purchased at London Drugs
- Electronic Toys
- Syringe collection program – Diabetic and all other injectable
- Terracycle – Beauty packaging
- Encorp
 - Beverage bottles – 24 containers per day

- Home Electronics, Computers, TV monitors
- Call2Recycle
 - Batteries, all brands and makes under 5kg
 - Cell Phone
- Product Care
 - All Residential light bulbs – maximum of 18 light bulbs or tubes at a time
 - Smoke & CO Alarms
 - Small Appliance
- Medications Return program
 - All dated medications

Since the 2008 launch of their educational [What's the Green Deal?](#) program, London Drugs now tallies more than 42 million pounds of materials recycled including over a million kilograms of electronics and devices, and over 200,000 pounds of Styrofoam.

For more information on the [What's the Green Deal?](#) program or to learn more about the eco-friendly services and products available at London Drugs, visit www.greendeal.ca

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 7,500 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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For more information or to arrange an interview, please contact:

Cynnaron Schreinert

London Drugs media relations

604-802-2733

cynnaron@hartleypr.com