



**LONDON DRUGS LAUNCHES A HEARTFELT
WAY TO THANK FIREFIGHTERS & FIRST
RESPONDERS WORKING TIRELESSLY TO
PROTECT COMMUNITIES**

*London Drugs provides opportunities for community members to send notes of gratitude to
Community Heroes and donate to Canadian Red Cross for those impacted*



RICHMOND, BC (August 29, 2023) – With wildfire evacuation orders lifting and many families returning home, [London Drugs](#) asks community members to continue supporting frontline heroes protecting homes, businesses and communities across British Columbia with notes of gratitude, thanks to a partnership with Carlton Cards.

Together with *Carlton Cards*, London Drugs is donating one dollar from every thank you card sold from Carlton Cards in the month of September to the Canadian Red Cross. With a \$10,000 fundraising goal, London Drugs is also offering to distribute cards for those that aren't able to send them to the firefighters, first responders and local volunteers who continue working around the clock to safeguard communities.

"In this unprecedented wildfire season, we have seen herculean efforts and selfless sacrifice by our wildland and municipal firefighters, our police and first responders, nongovernment agencies and volunteers attending evacuation centres," says **Clint Mahlman, president and COO of London Drugs**. "They deserve our gratitude. We know many British Columbians are extremely thankful for these community heroes, and we are providing a conduit for citizens to express their appreciation, while raising invaluable funds for the Canadian Red Cross."

In response to British Columbia's ongoing wildfire situation, London Drugs is distributing emergency kits with personal hygiene products, blankets, diapers, water, electrolyte drinks, and family-friendly activities to evacuation centres throughout the Central Interior — providing comfort and support to those displaced by fires.

Launching September 1, 2023, a variety of London Drugs locations (starting with these stores below) welcome customers and community members to express their gratitude in-store with special "Thank You" posters for frontline heroes. Community members can visit the following London Drugs locations to pen notes for the firefighters and emergency workers working hard to protect our communities:

- Kamloops: Lansdowne Village Shopping Centre
- Kelowna: Westbank Hub North, Spall Plaza
- Nanaimo: Nanaimo North Town
- North Vancouver: 2032 Lonsdale Ave
- Penticton: Cherry Lane Shopping Centre
- Vancouver: 710 West Granville Street
- Vernon: Vernon Square Mall

Those wishing to provide a monetary donation can visit any London Drugs location or online at LondonDrugs.com. In addition, there is an option to donate LDExtras points in increments of \$5 on the LDExtras App or through LDExtras.com. All donations will go toward the Canadian Red Cross and their wildfire relief efforts.

For more information, please visit londondrugs.com.

- 30 -

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 80 London Drugs locations throughout BC in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba. London Drugs offers customers 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 9,000 people with pharmacy and healthcare services at 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.

Social media:

Facebook: [/LondonDrugs](https://LondonDrugs)

Twitter: [@LondonDrugs](https://LondonDrugs)

Instagram: [@LondonDrugs](https://LondonDrugs)

Hashtag Intel:

#LondonDrugs

Connect with London Drugs

For more information and requests for interviews, please contact:

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