

London Drugs shows support for Canadian military community through partnership with Invictus Games Vancouver Whistler 2025

Vancouver, BC — (November 7th), 2023 — London Drugs has today been announced as the Official Pharmacy Partner for the Invictus Games Vancouver Whistler 2025 presented by ATCO. The partnership will also see London Drugs exclusively sell the Invictus Games 2025 signature merchandise item, as well as other apparel on its online store and retail outlets across Canada.

London Drugs will also work with the Invictus Games 2025 organizing committee and founding partner, True Patriot Love Foundation, to promote initiatives supporting the recovery of wounded injured and sick Canadian service members and Veterans through the power of sport. The collaboration will also see London Drugs work with the Invictus Games 2025 to raise awareness for the important contribution that Canadian service members and Veterans make for their country.

London Drugs has a strong tradition of supporting Canadian service members and Veterans at home and abroad, providing funds for a number of military and veterans support organizations. Since 2010, London Drugs has sold over 32,000 “support our troops” pins and magnets, as well as actively supporting the sale of poppies in its stores ahead of Remembrance Day.

The Invictus Games Vancouver Whistler 2025 will see up to 550 wounded, injured and sick service members and Veterans from up to 25 nations showcase their resilience and determination by taking part in a range of adaptive sports, including the first winter sports program at an Invictus Games. These Invictus Games will be supported by a number of leading organizations from across Canada, as well as up to 1,600 volunteers from around the world.

“London Drugs is one of Canada’s most recognized retailers with a strong history of supporting military service members and Veterans,” says Don Lindsay, Chair, Invictus Games Vancouver Whistler 2025. “This partnership will not only enable us to offer merchandise to our supporters across Canada but will also help to raise awareness of important support programs that are benefitting Canadian service members and Veterans.”

“Today is a very proud moment for London Drugs as we celebrate our support and sponsorship of the Invictus Games coming to Vancouver and Whistler in 2025,” says President and COO, Clint Mahlman. “Not only are many of our 80 stores across Western Canada connected to Canadian Forces communities, members from the Royal Canadian Legion and Canadian Forces are connected to our London Drugs team members, so they are also part of our family.”

“We look forward to celebrating the games within all our stores and across all of our online assets, supporting the team members, their families and care teams while in BC during games time, and building a stronger relationship with the True Patriot Love Foundation, for years to come. “

“We’re delighted to have the support of London Drugs as an official merchandise and retailer for the Invictus Games Vancouver Whistler 2025.” says Nick Booth, CEO, True Patriot Love Foundation. “True Patriot Love is dedicated to supporting Veterans and their families in Canada and our ongoing partnership with London Drugs will help to shine a greater spotlight on the important contribution that Canadian service members and Veterans make to our country. ”

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ABOUT INVICTUS GAMES VANCOUVER WHISTLER 2025

The Invictus Games Vancouver Whistler 2025 presented by ATCO is an international adaptive sporting competition for wounded, injured and sick service personnel and Veterans. Taking place from February 8th – 16th 2025, the seventh Invictus Games will bring together up to 550 competitors from up to 25 nations to British Columbia, Canada. Through the power of sport, the Games will inspire recovery, support rehabilitation, and generate a wider understanding and respect for those who have served their country.

For the first time in Invictus Games history, The Invictus Games Vancouver Whistler 2025 will see competitors given the opportunity to participate in both winter and indoor adaptive sports. The 2025 Games will feature new winter sports including: alpine skiing, snowboarding, biathlon, Nordic skiing, skeleton, and wheelchair curling, in addition to the core sports of indoor rowing, sitting volleyball, swimming, wheelchair basketball and wheelchair rugby.

The Invictus Games Vancouver Whistler 2025 will be held on the traditional territories of the Lilwat7úl (Lílwat), xʷməθkʷəyəm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations. The organizing committee is committed to collaborating with the Four Host First Nations, addressing Canada's Truth and Reconciliation Calls to Action, and respecting Indigenous protocols in all aspects of the Games.

True Patriot Love Foundation, the Government of Canada, and the Province of British Columbia are the Founding Partners of the Invictus Games Vancouver Whistler 2025. For more information, visit invictusgames2025.ca

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.

ABOUT TRUE PATRIOT LOVE FOUNDATION

True Patriot Love is Canada's Foundation for the military community, working to support military members, Veterans, and their families at every stage of their journey. By working as a trusted partner with local charities, social enterprises, the Canadian Armed Forces and the federal and provincial governments, True Patriot Love advocates for the needs of military members and Veterans and ensures resources are directed where they are needed most.

True Patriot Love has granted \$37 million for Veterans and their families, reaching nearly 40,000 beneficiaries and supported nearly 1,000 community-based programs across the country.

From global initiatives like the Invictus Games – of which True Patriot Love is the main funder of Team Canada - to local wellness centres and mental health programs, True Patriot Love has a research-backed approach that provides ongoing funding, partnerships and knowledge sharing to Canada's most vital military and Veteran support programs.