



## **MEDIA RELEASE**

Date: February 26, 2016

### **Shoppers Drug Mart in Embrun Supports Women's Health at WDMH**

The Shoppers Drug Mart team in Embrun wants to make a difference in their community. And they've done so - along with their customers - as part of the Growing Women's Health campaign (formerly known as Tree of Life). Recently, they presented a cheque for \$2,537 to the Winchester District Memorial Hospital Foundation, representing donations from customers made during the Growing Women's Health campaign held last fall.

The campaign provides customers with an opportunity to purchase and personalize a 'Growing Women's Health' icon; a 'leaf' for a loonie, a 'butterfly' for \$5, an 'apple' for \$10, and a 'bird' for \$50. The icons appeared prominently on a giant tree at the Embrun store.

"At WDMH, we are very grateful for the support of Shoppers Drug Mart and its generous customers," notes Kristen Casselman, Managing Director of the WDMH Foundation. "To support Shoppers Drug Mart's focus on women's health, the money will be directed to the Foundation's cancer care fund, supporting women dealing with this challenging diagnosis."

In just four weeks, the Growing Women's Health campaign raised \$3.1 million for Women's Health across Canada. Since 2002, the program has raised over \$29 million with 100% of all proceeds benefiting local Women's Health initiatives such as services at local hospitals.



Photo outline:

Shown at the presentation ceremony at Shoppers Drug Mart in Embrun are (l-r): Rudy Rodriguez, Front Store Manager; Kristen Casselman, WDMHF Managing Director; Amy Olive, Pharmacy Technician; Ches Woolfrey, Owner and Pharmacist; and Kero Moussa, Pharmacy Manager.

Contact:

Jane Adams  
Communications Lead  
WDMH Foundation  
613-729-4864  
[jane@brainstorm.nu](mailto:jane@brainstorm.nu)