



Pembroke Regional Hospital Foundation to harvest funds through the Shoppers Drug Mart Tree of Life™ campaign

FOR IMMEDIATE RELEASE

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PEMBROKE – The Pembroke Regional Hospital Foundation and Shoppers Drug Mart® Pembroke are partnering in an effort to raise funds to help improve the quality of life for women and their families in Pembroke and the Ottawa Valley through the Tree of Life campaign. Now in its eighth year, the pharmacy's three-week fundraising campaign which runs from September 26th through October 16th will harvest much needed funds for the Pembroke Regional Hospital's programs and services.

"A large part of our funding stems from the volunteer and fundraising efforts in this community, enabling us to offer programs to serve our clients' needs," said Foundation Chair, Marnie Stunt. "We want to encourage our community to step up September 26th through October 16th and support our efforts through Shoppers Drug Mart's Tree of Life fundraising campaign."

Be a part of the harvest

You can help cultivate the harvest by visiting Pembroke's Shoppers Drug Mart store and purchasing a "leaf" for a loonie, a "maple leaf" for \$5 or an "apple" for \$50. Each time you contribute, you can personalize a "leaf" to be placed on a branch of the Tree of Life which will be prominently displayed in the store. Online contributions can be made by visiting www.shoppersdrugmart.ca.

"This campaign really demonstrates the difference we can make when partnering together for a common goal and we thank Shoppers Drug Mart, their employees and their customers, for helping us improve the lives of women and their families in Pembroke and our neighbouring communities," said Mrs. Stunt.

The Shoppers Drug Mart Tree of Life fundraising campaign is a three-week program held across Canada each autumn. Customers, staff and Pharmacist-Owners at over 1,150 Shoppers Drug Mart/Pharmaprix stores together raise funds for a local women's health initiative through the purchase of the Tree of Life paper icons. Since 2002, the Tree of Life campaign has raised \$11 million for Canadian health charities. This year alone, over 300 women's health charities across Canada will benefit from the proceeds.

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About Pembroke Regional Hospital Foundation

Comprehensive Health Care...*Closer to Home*

Proceeds raised through this initiative will be used to enhance patient care and healthcare delivery through capital improvements, the purchase of medical equipment, and the funding of programs and services at the Pembroke Regional Hospital.

About Shoppers Drug Mart

Shoppers Drug Mart Corporation is one of the most recognized and trusted names in Canadian retailing. The Company is the licensor of full-service retail drug stores operating under the name Shoppers Drug Mart (Pharmaprix in Québec). With more than 1,159 Shoppers Drug Mart and Pharmaprix stores operating in prime locations in each province and two territories, the Company is one of the most convenient retailers in Canada. The Company also licenses or owns more than 32 medical clinic pharmacies operating under the name Shoppers Simply Pharmacy (Pharmaprix Simplement Santé in Québec) and two luxury beauty destinations operating as Murale. As well, the Company also owns and operates 66 Shoppers Home Health Care stores, making it the largest Canadian retailer of home health care products and services. In addition to its retail store network, the Company owns Shoppers Drug Mart Specialty Health Network Inc., a provider of specialty drug distribution, pharmacy and comprehensive patient support services, and MediSystem Technologies Inc., a provider of pharmaceutical products and services to long-term care facilities in Ontario and Alberta.

FOR MORE INFORMATION, PLEASE CONTACT:

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