



MEDIA RELEASE

Date: February 23, 2018

National Campaign Makes A Difference Close to Home

The team at Shoppers Drug Mart in Embrun has done it again! They have chosen the Winchester District Memorial Hospital (WDMH) Foundation as their charity of choice for the annual Shoppers Drug Mart Growing Women's Health campaign.

Recently, members of the Shoppers Drug Mart team in Embrun presented a cheque for \$3,546 for the WDMH Foundation's General Equipment Fund, in support of medical equipment purchases like a new echocardiogram machine.

The "Shoppers Love. You. Growing Women's Health" campaign provided customers with an opportunity to purchase and personalize an icon which was posted on a giant tree at the Embrun store. The team also organized staff luncheons, bake sales, a book sale and a yard sale to raise funds.

Kristen Casselman, Managing Director of the WDMH Foundation, praised everyone involved in the campaign: "Thank to you Mr. Woolfrey for choosing to support the WDMH Foundation once again. Thank you to each of the customers who chose to make a donation. And thank you to the staff for encouraging customers to support this cause, and for going the extra mile with their fundraising activities. We are so grateful for your thoughtfulness, hard work and generosity."

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Celebrating at the cheque presentation are (l-r): Susan Vinters, Linda Lapointe-Orsoli, Leigh Stimson, Amy Olive, Donna Terry, Ches Woolfrey (Owner and Pharmacist) and Cindy Peters (Manager of Direct Mail and Events, WDMH Foundation).