



NEWS RELEASE

September 8, 2008

Shoppers Drug Mart “Tree of Life” Campaign to support Local Hospital

Strathroy Middlesex General Hospital Foundation is pleased to announce that Shoppers Drug Mart in Strathroy will be supporting their charitable efforts by raising funds during the *Tree of Life Campaign*, September 13th – October 10th. All funds raised will support patient care by helping to purchase new equipment for the Hospital.

Introduced in 2002, the annual *Tree of Life Campaign* gives Shoppers Drug Mart and Shoppers Home Health Care customers and employees, the opportunity to make a difference to the community. Participants help the Hospital by purchasing a “leaf”, a “maple leaf”, or an “apple”, that is displayed on the store wall. In addition, fun events will be held with all of the funds donated to Strathroy Middlesex General Hospital.

The *Tree of Life Campaign* officially kicks off with a pancake breakfast on September 13th from 7:00a.m.-11:00a.m. at the newly opened Shoppers Drug Mart downtown Strathroy. On October 7th at 2:00 pm, the cosmetics department will hold ‘Manicure Mania’ where cosmeticians will do mini-manicures and hand massage for only \$7. An in-store Bake Sale will take place on senior’s day, September 25th. Staff and friends of the store are donating their favourite baked goods for sale.

When Shoppers Drug Mart owner Drew Peddie learned of the tremendous support for the Hospital by the community, especially with the recent success of the CT scanner campaign, he chose to designate proceeds from the *Tree of Life Campaign* to help the local Hospital. He has generously offered to cover all administrative costs, in addition to the funds donated so that 100% of the proceeds will support the hospital.

“We really felt it was important to do something to help the hospital, our customers are wonderful and it’s very important to give back to them in a meaningful way,” said Drew Peddie.

Over the last four years, the *Tree of Life Campaign* has enabled Shoppers Drug Mart customers and employees to donate more than \$5.3 million to a number of charities and causes across Canada.

Local Pharmacist-Owners in every community across the country have chosen to support health causes that are important to their communities. This year 120 local charities have been chosen including Strathroy Middlesex General Hospital.

“Strathroy Hospital Foundation depends on the fundraising efforts in our community to assist us in continuing to serve the needs of patients,” said Susan McLean, CEO, SMGH

Foundation. “Funds raised will support the purchase of new equipment to assist our physicians and medical professionals to serve patients and families. We encourage every customer to step up on September 13th through to October 10th and support Shoppers Drug Mart’s Tree of Life fundraising campaign.”

To purchase your “leaf”, visit the new Shoppers Drug Mart location on Front Street in Strathroy. Purchase a “leaf” for a loonie, a “maple leaf” for \$5, or an “apple” for \$50. Each leaf or apple will be personalized by you and placed on a branch of the tree, displayed prominently in the store.

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For more information, contact:

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About Strathroy Middlesex General Hospital Foundation

Through community philanthropy, Strathroy Middlesex General Hospital Foundation supports patient care as a charitable organization dedicated to raising funds for the delivery of quality health care to the people of Strathroy and surrounding communities. The SMGH Foundation was incorporated as a registered charity in 1989 with the objective to encourage, manage and receive donations that support the needs of the hospital. The Foundation conducts a full complement of philanthropic programs, including an annual campaign, memorial gifts, special events, capital campaigns and planned giving.