

For Immediate Release

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Carleton Place & District Memorial Hospital Foundation
Carleton Place, ON

Shoppers Drug Mart's Tree of Life campaign supporting Carleton Place Hospital

The Carleton Place & District Memorial Hospital (CPDMH) Foundation is pleased to announce that Shoppers Drug Mart has begun its annual *Tree of Life* campaign. The campaign will be held from September 18 to October 15 and will once again direct the proceeds from the event to the Hospital.



Brenda Matthey, Cindy Keywood, Darlene Mitchell, Cheryl White, and Sherly Henry with a cheque representing the proceeds of Shoppers Drug Mart's 2010 Tree of Life campaign.

“This is the fourth year that Shoppers Drug Mart has included our Hospital in its Tree of Life campaign and we are very appreciative of their continued support,” stated Esther Houle, Chief Nursing Officer/Outpatient Manager at CPDMH. “On behalf of the Hospital and the Foundation, I would like to thank Shoppers Drug Mart and their customers for raising funds on our behalf.”

Introduced in 2002, the annual Tree of Life campaign invites customers to purchase a leaf, butterfly

or cardinal at their local Shoppers Drug Mart on behalf of a local charity. Since its beginning, the program has raised over \$12.7 million which has been distributed to local charities in the communities where the funds were raised.

For the 2010 campaign, Shoppers has decided to direct all the funds raised to women's health programs. Shoppers Drug Mart believes that when Canadian women are healthy and well, Canada is healthy and well. Research has shown that many women neglect their own health and well-being due to lack of time, information, motivation, or programming available to them. Therefore, Shoppers Drug Mart has designed its Tree of Life program to help advance women's whole health, inclusive of body, mind and spirit.

In 2009, the Tree of Life campaign raised \$1.85 in support of the 330 women's health programs. The customers of the Carleton Place locations of Shoppers Drug Mart helped raise \$2076 for CPDMH and the funds were directed to the Hospital's Breast Cancer Program. The funds raised for the 2010 campaign will also be directed to the Breast Cancer Program.

Built on a foundation of professional expertise and personal service, Shoppers Drug Mart (Pharmaprix in Québec) has been meeting Canadians' health care needs for over 40 years. Shoppers Drug Mart has more than 1180 locations and 60 Shoppers Home Health Care stores in each province and two territories. With fiscal 2009 sales of approximately \$10 billion, the Company is the leader in Canada's retail drug store marketplace and is the number one provider of pharmacy products and services.

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