

Women's Place of South Niagara Inc.
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For Immediate Release

Nine local Shoppers Drug Marts to support Women's Place shelters during LOVE YOU campaign

Niagara Falls, ON, October 19, 2020 –Niagara Residents are invited to support Nova House and Serenity Place by making a donation during the annual LOVE YOU by Shoppers Drug Mart™ fall fundraising campaign. [Nine local Shoppers Drug Mart locations](#) will donate 100% of the proceeds of this annual campaign, which runs until October 30, to Women's Place, the local organization that operates domestic violence shelters in Niagara Falls and Welland.

Funds from this year's campaign will support critical services for women and their children including 24-hour phone and text support lines, safe shelter, counselling, and housing and legal support. This year, the donations that community members make will be more important than ever as the impacts of COVID-19 and a contracting economy have led to an increase in both the instances and intensity of violence against women here in Niagara and across Canada.

As Women's Place Development Director, Amanda Braet explains, "Not only has the need for domestic violence services increased during the pandemic, Women's Place has also had to cancel many of the community fundraising events that we depend on. We are experiencing a funding crunch and are so grateful for businesses like Shoppers Drug Mart and the individuals who are supporting their LOVE YOU campaign. It is through initiatives like this campaign and the kindness of our community that we will

continue to be able to support women and children at a very vulnerable time in their lives.”

The in-store program provides customers with the opportunity to purchase and personalize LOVE YOU by Shoppers Drug Mart™ icons, which are prominently displayed on the program tree in all participating stores. Customers can purchase a “leaf” for a loonie, a “butterfly” for \$5, an “apple” for \$10 or a “bird” for \$50.

The four-week campaign is part of Shoppers Drug Mart’s commitment to improving the health of all Canadian women in body, mind and spirit. National in scope, yet locally-based, over the past 18 years the fall fundraising program has raised more than \$40 million for Canadian health charities.

About LOVE YOU by Shoppers Drug Mart™

LOVE YOU by Shoppers Drug Mart™ represents the organization’s commitment to improving the health of all Canadian women in body, mind and spirit. Brought to life through partnership programs created with leading experts and institutions in women’s health, this national initiative connects women to health information and resources that help ensure their health only gets stronger. Since 2011, the LOVE YOU by Shoppers Drug Mart™ program has raised and granted over \$75 million to women’s health causes in Canada. More information can be found at shoppersdrugmart.ca/womenshealth.

For more information about Women’s Place please contact Amanda Braet, Development Director, at 905-356-3933 ext. 240 or Amanda@wpsn.ca

For more information about the local LOVE YOU by Shoppers Drug Mart™ campaign contact Mark Boudreau at mark.boudreau@loblaw.ca

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