

## **Sponsor Profile: Shoppers Drug Mart/Pharmaprix**

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Shoppers Drug Mart Corporation is one of the most recognized and trusted names in Canadian retailing. The Company was founded in 1962 by Toronto pharmacist, Murray Koffler, who believed that it was possible to build a national organization of pharmacies without sacrificing the personalized service of the local community pharmacist. This vision is the cornerstone of Shoppers Drug Mart / Pharmaprix where a local Pharmacist-Owner, personally oversees each store. This community focus has helped to build a brand name that is synonymous with exceptional service, value and trust. Today, there are more than 1,095 Shoppers Drug Mart / Pharmaprix retail drug stores owned and operated by the Company's licensed Pharmacist-Owners.

Shoppers Drug Mart/Pharmaprix strives to protect the health, safety and well-being of our employees, patients and customers, the communities in which they live and work and ultimately, our collective environment. An important part of being a leader in the practice of community pharmacy is our commitment to community investment.

Our Associate-owners and their teams actively support many health care causes and charitable initiatives in the communities they serve. Our corporate philanthropic and community investment activities seek to connect the energy of our employees, Associate-owners and their teams at store-level with the interests of our patients and customers.

Every year, our Associate-owners identify local health-related charities as the primary beneficiaries of our *Tree of Life™* campaign. First established in 2002, this four week campaign engages our Shoppers Drug Mart/Pharmaprix store teams and millions of customers to raise much-needed funds for local and national charity partners. In 2007, the *Tree of Life* campaign raised \$1.7 million and supported more than 265 health-related charities across Canada.

In 2007, the Shoppers Drug Mart/Pharmaprix Life Foundation™ invested a further \$2 million to support causes in the health care, medical research and pharmacy education fields. In addition to providing support to a number of health care and education facilities and programs across Canada, funds were directed to nearly 250 awareness-raising and health-related initiatives one of which is the Council on Drug Abuse (CODA). Shoppers Drug Mart has been a proud sponsor of CODA since its inception almost 40 years ago when it was founded by Murray Koffler.

Our partnership with CODA stems from our mutual conviction that education is the key to eliminating drug abuse. With the help of our financial support, CODA is able to develop important programs and brochures designed to provide useful and accurate information for students, parents and teachers. These campaigns and educational materials can also be used in our pharmacies across the country with our pharmacists acting as ambassadors of these important messages.

Each year CODA touches the lives of thousands of student, teacher and parents with targeted messaging designed to deliver preventive drug education programs at the school level. To date, CODA has reached over 1 million Canadian youth. Those are impressive statistics and Shoppers Drug Mart is proud to be a partner in helping deliver this very important preventative health message.