



United Way
Central & Northern
Vancouver Island

London Drugs Employees Take a Pie in the Face to Celebrate United Way Fundraising Success

Campbell River, BC- May 21, 2013 – The employees at London Drugs in Campbell River celebrated raising \$6083 for the United Way fundraising campaign Change starts here by some good-natured pie throwing. The 2012/13 campaign raised \$91,500 in the Campbell River campaign to support 12 critically needed local programs in the community.

“London Drugs had 43 of their employees participate in United Way giving this year and we are thrilled to have them as loyal United Way supporters,” said Signy Madden, United Way Central & Northern Vancouver Island. “London Drugs employees know that their donations go directly towards programs that help the vulnerable in the community and that without their support many people would not have services when they need them most.”

London Drugs Campbell River store had an employee giving participation rate of nearly 75%, which was #1 in the company across the country and they raised 10% more than they did the previous year.

Employee giving programs, donations and volunteers are sought throughout the year. Contact UWCNVI at 250-729-7400 or info@uwcncvi.ca or visit www.uwcncvi.ca to learn more how you can help.

About UWCNVI

Since 1958, United Way CNVI has invested in programs and services that help people to improve their lives and that strengthen our community. Because of the generosity of donors and volunteers, UWCNVI is able to fund 44 charities supporting 50 programs for children, youth and seniors in Central Island, the Comox Valley and Campbell River this year. UWCNVI also manages the Success by Six early childhood development programs throughout the Central and Northern Island and plays a part in working to reduce homelessness by being the Community Entity for Nanaimo’s Homelessness Strategy. United Way’s Better at Home program to help keep seniors living at home will begin in Nanaimo, Parksville, Port Hardy, Comox Valley and Port Alberni in 2013.

-30-

For additional information please contact:

Erin O’Reilly
313 Public Relations on behalf UWCNVI
erin@313pr.com
250-713-0489

United Way Central & Northern Vancouver Island

Change starts here

Central Island: 3156 Barons Road Nanaimo, BC V9T 4B5 |250 729 7400

Comox Valley : PO Box 3097 Courtenay, BC V9N 5N5 |250 338 1151

Campbell River : PO Box 135 Campbell River, BC V9W 5A7 |250 287 3213

www.uwcncvi.ca



United Way
Central & Northern
Vancouver Island



Store Manager Kevin Ellison and Department Manager Ryan Halstead from London Drugs Campbell River.

United Way Central & Northern Vancouver Island

Change starts here

Central Island: 3156 Barons Road Nanaimo, BC V9T 4B5 |250 729 7400

Comox Valley : PO Box 3097 Courtenay, BC V9N 5N5 |250 338 1151

Campbell River : PO Box 135 Campbell River, BC V9W 5A7 |250 287 3213

www.uwcvi.ca