

**Victoria Hospitals Foundation to Rake in Funds Through the Shoppers Drug Mart
Tree of Life™ Campaign**

For Immediate Release
ATTN: Lifestyle and Healthcare Editors

Victoria, BC, September 21, 2010 - The Victoria Hospitals Foundation and Shoppers Drug Mart® are partnering in an effort to raise funds to advance women's whole health in Victoria through the ninth annual Tree of Life campaign. The four-week fundraising campaign, running from September 18th through October 15th at over 1,180 Shoppers Drug Mart stores, will harvest essential funding to support breast health care at Victoria General Hospital.

“Community fundraising efforts allow us to provide women with the resources they need to maintain optimal health in mind, body and spirit,” said Foundation Annual Campaign Manager Christy Parker. “From September 18th through October 15th, we encourage everyone to get involved in women's health and support the purchase of a Breast Imaging Ultrasound for Victoria General Hospital, which will provide same-day results in the diagnosis of breast cancer directly through Shoppers Drug Mart's Tree of Life fundraising campaign.”

Be a part of the harvest

This year's campaign will introduce new icons for the “Tree of Life”, which customers have the opportunity to purchase and personalize with each contribution. Support the harvest by visiting any local participating Shoppers Drug Mart store and purchase a “leaf” for a loonie, a “butterfly” for \$5 or a “cardinal” for \$50.

“Being able to improve the health of women in Victoria truly takes the commitment of our whole community and we thank Shoppers Drug Mart, their employees and customers for coming together and supporting us through the 2010 Tree of Life campaign,” said Parker.

The Shoppers Drug Mart Tree of Life campaign is a four-week program held across Canada each autumn. In support of leading women's health organizations at the national, regional and local levels, customers, staff and Pharmacist-Owners at over 1,180 Shoppers Drug Mart / Pharmaprix stores together raise funds through the purchase of the Tree of Life paper icons. Since 2002, the Tree of Life campaign has raised more than \$13 million for Canadian health charities. In 2010, over 375 women's health charities across Canada will benefit from the campaign's proceeds with 100 per cent of funds staying in the community where they are raised.

About the Victoria Hospitals Foundation:

The Victoria Hospitals Foundation is a registered charity that works to benefit Royal Jubilee Hospital and Victoria General Hospital. We raise funds for priority medical equipment and enhanced patient care. Your support means that the people who come to our hospitals receive the best possible treatment, which enhances their recovery and healing. Having access to advanced technology and the most current specialized equipment enables our hospitals to treat patients faster and more effectively. Every year, donors like you help us to fund 40% of urgently needed medical equipment at Royal Jubilee and Victoria General. Since 1989, the Victoria Hospitals Foundation has raised more than \$70 million to benefit our hospitals.

About Shoppers Drug Mart:

Shoppers Drug Mart Corporation is one of the most recognized and trusted names in Canadian retailing. The Company is the licensor of full-service retail drug stores operating under the name Shoppers Drug Mart (Pharmaprix in Québec). With more than 1,180 Shoppers Drug Mart and Pharmaprix stores operating in prime locations in each province and two territories, the Company is one of the most convenient retailers in Canada. The Company also licenses or owns more than 59 medical clinic pharmacies operating under the name Shoppers Simply Pharmacy (Pharmaprix Simplement Santé in Québec) and eight luxury beauty destinations operating as Murale. As well, the Company also owns and operates 63 Shoppers Home Health Care stores, making it the largest Canadian retailer of home health care products and services. In addition to its retail store network, the Company owns Shoppers Drug Mart Specialty Health Network Inc., a provider of specialty drug distribution, pharmacy and comprehensive patient support services, and MediSystem Technologies Inc., a provider of pharmaceutical products and services to long-term care facilities in Ontario and Alberta.

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