

FOR IMMEDIATE RELEASE

LONDON DRUGS AIMS TO HIT 95% WASTE DIVERSION GOAL IN 2015

Retailer, who applauds green heroes who helped keep over 11 million pounds of waste out of landfills in the last year, aims to hit 95% waste diversion mark.

MARCH 18, 2015, VANCOUVER, B.C. – London Drugs aims to hit 95% waste diversion total in 2015 across its 77 Western Canadian stores.

Last year, London Drugs doubled the amount of diverted waste from April 2013 with more than 100,000 kilograms of waste diverted in April of 2014. As a result, London Drugs was able to achieve a 92% waste diversion rate, up from 88% in 2013. 3 B.C. stores, including Vancouver's Broadway location, achieved 100% waste diversion. In 2015, London Drugs looks to hit its goal of 95% waste diversion across all its Western Canadian stores.

Now that spring is here and many Canadians will partake in spring cleaning this month, there won't be a better opportunity than right now for customers to gather up old electronics, light bulbs, batteries and any other [recyclable items](#) and drop them off at their local [London Drugs location](#). Last year, London Drugs customers helped keep over 11 million pounds of waste out of landfills, providing Canadians with the opportunity to make a difference and help London Drugs achieve its goal of 95% average waste diversion.

With London Drugs' new Teracycle program allowing customers to recycle their candy bar wrappers and beauty packaging, a new recycling category has been carved out that can further reduce Canadians' carbon footprints while providing London Drugs the ability to expand its waste diversion totals.

London Drugs' "[What's the Green Deal?](#)" recycling stations can be found in stores. Products that can be recycled include:

Bring Back the Pack

- All Cardboard
- All Paper Products
- All Hard Plastic
- All Soft Plastic
- Styrofoam

Customer recycling

- All ink jet & Toner cartridges
- Brita Water Filters
- VHS Tapes & DVD's with the purchase of new media
- Single use cameras
- Small refrigerators & freezers – Purchased at London Drugs

- Small Air conditioners – Purchased at London Drugs
- Electronic Toys
- Syringe collection program – Diabetic and all other injectable
- Terracycle – Beauty packaging and candy wrappers
- Encorp
 - Beverage bottles – 24 containers per day
 - Home Electronics, Computers, TV monitors
- Call2Recycle
 - Batteries, all brands and makes under 5kg
 - Cell Phone
- Product Care
 - All Residential light bulbs – maximum of 18 light bulbs or tubes at a time
 - Smoke & CO Alarms
 - Small Appliance
- Medications Return program
 - All dated medications

As part of the London Drugs GreenHeroes program initiative, for the month of April customers can come into the store and take a #selfie to enter to win prizes.

Since the 2008 launch of *[What's the Green Deal?](#)*, London Drugs now tallies more than 50 million pounds of materials recycled including over a million kilograms of electronics and devices, and over 200,000 pounds of Styrofoam.

For more information on London Drugs and its Green Deal initiatives, please visit <http://www.greendeal.ca>.

About London Drugs

Founded in 1945, B.C.-based London Drugs has 77 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store <http://www.londondrugs.com>. London Drugs offers consumers a range of products from digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 7,500 people with pharmacy and health care services being the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring company and continues to position itself for future growth and development.