

Osler Foundation and Shoppers Drug Mart team up in support of women's health

Women's heart health at William Osler Health System (Osler) has been supported in a big way through Shoppers Drug Mart's annual Tree of Life campaign.

Brampton's Shoppers Drug Mart locations recently presented a cheque for \$27,082 to Osler Foundation in support of Brampton Civic Hospital's Cardiology program.

“Osler Foundation is grateful to the employees and customers who support the campaign and allow us to invest in cardiology equipment and resources at Brampton Civic Hospital so that we can continue to provide patient-inspired health care without boundaries for women in our community,” said Foundation President and CEO Ken Mayhew. “The Shoppers' Tree of Life campaign is a wonderful example of families helping families in our area, and we are grateful for its support.”

The Tree of Life campaign is a four-week program held across Canada each fall. In support of leading women's health organizations, customers, staff and associate-owners at more than 1,240 Shoppers Drug Mart / Pharmaprix locations raise funds through the purchase of the Tree of Life paper icons. Since 2002, the campaign has raised more than \$20.8 million for Canadian health charities. In 2013, over 480 women's health charities across Canada benefited from the campaign's proceeds with 100 per cent of funds staying in the community where they are raised.

In Brampton, Shoppers Drug Mart customers and employees at 16 stores across the city are involved in the campaign. Since 2006, Brampton stores have raised a total of \$127,519.62 for the education, care and support needed to support women's heart health in the region.

“The success of the 2013 Tree of Life campaign can be attributed to the support and commitment of our loyal customers and staff,” said Naresh Sehdev, franchisee at the Shoppers Drug Mart at Brampton's Springdale Square. “Shoppers Drug Mart has partnered with women's health organizations at national, regional and local levels, in order to provide direct support, ensuring that essential funding, resources and education are available to meet the needs of Canadian women. We are pleased to present this year's ‘Tree of Life’ campaign proceeds to Osler Foundation, designated toward women's heart health initiatives at Brampton Civic Hospital.”