



## WALGREENS RED NOSE DAY: FACT SHEET

**ABOUT:** Advocating everyone’s right to be happy and healthy, Walgreens™ proudly returns as the exclusive retail partner of the second annual Red Nose Day, helping raise funds to fight kids’ poverty. Red Nose Day has been celebrated in the UK for more than 25 years and encourages people to wear Red Noses and have a good laugh for a good cause.

**WALGREENS PLEDGE:** Following the sell-out success of last year’s campaign, Walgreens plans to sell significantly more Red Noses and raise more funds to benefit the Red Nose Day Fund. To help, Walgreens is giving Americans more reasons to “Get Seriously Silly” for a good cause with new and exclusive Red Flair items including deely boppers, Red Noses for cars, beaded necklaces, hats and more. From March 28 through June 4, Walgreens and Duane Reade locations nationwide will sell Red Noses for \$1 each and Red Flair items for between \$1-\$5.99, with proceeds going to the Red Nose Day Fund.\*

**GETTING INVOLVED:** Walgreens invites Americans to “Get Seriously Silly” on social media with weekly #RedNose challenges. Starting March 28 and continuing every Monday leading up to Red Nose Day, Walgreens will task Americans with a #RedNose challenge, such as “Share your #RedNose family portrait,” or “Share your four-legged friend’s #RedNose look.” People can share their silliest pictures and videos answering the Friday challenge on Facebook, Twitter and Instagram using the hashtag #RedNose. Additionally, weekly #RedNose videos will be featured as part of a new Walgreens “50 States, 50 Stories” video series to live on Walgreens.com/RedNoseDay. In the series, Walgreens takes Red Nose Day on the road in search of powerful stories supporting and benefitting from Red Nose Day. The series will share uplifting, fun-filled stories showcasing real people’s charitable Red Nose Day efforts in-action across the country.

**CHARITIES:** Proceeds benefit the Red Nose Day Fund, which goes to support non-profit organizations that help fight kids’ poverty in the U.S. and abroad. The charity organizations supported by the Red Nose Day Fund include Boys & Girls Clubs of America; charity:water; Children’s Health Fund; Covenant House; Feeding America; Gavi, The Vaccine Alliance; National Council of La Raza; National Urban League; Oxfam America; Save the Children; and The Global Fund.

**LEARN MORE:** Visit Walgreens.com/RedNoseDay and Walgreens on [Facebook](#), [Twitter](#) and [Instagram](#) for more information.

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\* Until June 4, 2016, for each Red Nose purchased Walgreens will donate \$0.50; and for each Red Nose Flair item purchased (Beads, Bow Ties, Headbands, Sunglasses, Pens, Mugs, Cups and Hats) Walgreens will donate 10 percent of the purchase price to Comic Relief Inc.’s Red Nose Day Fund, which helps lift children out of poverty in the U.S. and overseas. For more information about the Red Nose Day Fund, visit [rednoseday.org](http://rednoseday.org). No portion of purchase is tax deductible.