



Walgreens™ & Red Nose Day Fact Sheet

About

As the exclusive retailer of the first Red Nose Day to be celebrated in America, Walgreens™ is raising funds to benefit children and young people in poverty and champion their right to be happy and healthy. Organized by Comic Relief, Red Nose Day has been celebrated in the United Kingdom for more than 25 years and encourages people to don red noses and have a good laugh for a good cause.

Walgreens Pledge

Walgreens is raising funds in support of the Red Nose Day Fund. From April 17 through May 30, Walgreens and Duane Reade locations nationwide will sell red noses for \$1 each, with proceeds contributed to the Red Nose Day Fund.*

Getting Involved

Walgreens invites everyone who has purchased a red nose to enjoy a laugh by sharing a photo of themselves wearing it on social media. Starting April 17, those who share pictures – and tag their photos #Walgreens, #RedNose and #promo – will be entered for the chance to win a trip to New York City to attend the Red Nose Day NBC televised comedy event on May 21. Rules and regulations apply; see below for submission details.**

Charities

Proceeds benefit the Red Nose Day Fund, which goes to support non-profit organizations that work to lift children and young people out of poverty in the U.S. and overseas. The pre-selected charity partners for Red Nose Day include: Boys & Girls Clubs of America; charity: water; Children's Health Fund; Feeding America; Gavi, The Vaccine Alliance; the Global Fund; LIFT; National Council of La Raza; National Urban League; Oxfam America; Save the Children and United Way.

Learn More

Visit Walgreens.com/RedNoseDay starting April 17 and Walgreens on Facebook, Twitter and Instagram for more information.

Media Contacts

Mailee Garcia
(847) 315-2141
mailee.garcia@walgreens.com

Kim Morrison
(312) 988-2244
kmorrison@webershandwick.com

**Noses are sold for \$1 each, with \$.50 being contributed to the Red Nose Day Fund. The remaining amount contributes to the cost of a red nose - Walgreens does not make a profit from red nose sales. No portion of purchase is tax deductible. Red Nose Day Fund's objective is to lift children and young people out of poverty in the US and overseas. For more information about Red Nose Day Fund, visit RedNoseDay.org. **see official sweepstakes rules starting April 17: www.walgreens.com/rednosesweeps