

Keeping Up With



People all across Canada are going above and beyond during these trying times.

Here are just a few of their heartwarming stories...



Chalk Your Walk

Communities are coming together in a variety of ways during the coronavirus pandemic as a way to spread hope and lift spirits.

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Caremongering

At a time when social media is being heavily criticized for sharing misinformation about COVID-19, sites like Facebook are powering a wave of volunteerism dedicated to protecting the most vulnerable.

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Raising Awareness from Home

Canadians from Comox Valley and far beyond have collaborated, social distancing intact, to create a video urging their fellow Canucks to abide by the recommendations of public health officials.

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A City's Kindness

Multiple short stories on how the people of Calgary are going out of their way to be kind to others.

[Read More](#)

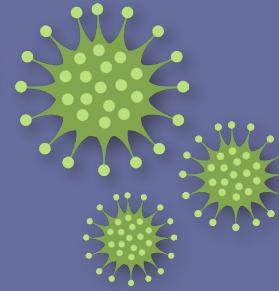
Virtual Dancing Springs up

When a self-described "international party scientist" from Vancouver heard people were staying at home to ward off potential coronavirus infections, he knew it was time to act.

[Read More](#)



The best way to prevent the spread of a virus like COVID-19 is to...

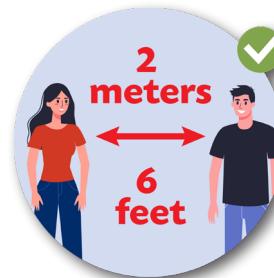


Stay home unless it is absolutely necessary to go out.

We stayed at work for you, you stay at home for us.



If you must go out, maintain 2 meters (6 feet) distance between yourself and others



Monitor yourself for cough, fever and difficulty breathing. If you believe you have symptoms of COVID-19, isolate yourself from others as quickly as possible.



Stay away from hospitals or long-term care centres if you are sick.



Cover your cough or sneeze with a tissue or arm.

Do not cough or sneeze into your hand.



Wash your hands often with soap and warm water for 20 seconds. hand sanitizer may be used when soap and water are not available

Avoid touching your eyes, nose, and mouth.



Message from the CEOs

To Our Customers,

We normally appear to you in this space with our promotional flyer, outlining the offers and promotions in our participating pharmacy locations. Life has changed somewhat for us all recently with the COVID-19 pandemic, and we thought it appropriate to take a temporary pause from offers and promotions in order to focus on our core responsibilities of healthcare delivery in our pharmacies.

In place of our weekly flyer we wanted to provide a collection of stories that demonstrate the kindness Canadians are extending to one another. It's our hope that by sharing these stories we bring a bit of light to your day and encourage Canadians to continue Keeping Up With Kindness.

By working together and supporting each other, we will get through this Canada.

Best Regards,

Grady Brown & Calvin Leroux
Co-CEOs PharmaChoice
Canada