

Chemist initiative to support learning centre

MILLICENT Chemist and Giftware is taking part in Chemists' Own's annual Help Us Help Our Local Community initiative to raise funds for the Gladys Smith Early Learning Centre.

The grassroots campaign raises money through in-store donations and sales of the Chemists' Own children's range.

Gladys Smith Early Learning Centre said it was thrilled to have the support of Millicent Chemist in this generous initiative.

The donated funds will be used to purchase creative resources from Educational Experience to be used for the children to engage with and explore.

New projects are continually being undertaken both indoors and outdoors at the Gladys Smith Early Learning Centre and the centre are grateful for all the support they receive from the local community.

Chemists' Own brand manager Stephanie Calapa said the fundraising program was designed to support organisations and programs that do meaningful work and play a caring role within communities.

"As a trusted cornerstone in communities, we are delighted to see that so many pharmacies such as the Millicent Chemist are keen to participate in the initiative and raise funds for their local centres," she said.

"Early learning centres were an obvious choice to be the beneficiaries of the 'Help Us' campaign in light of all the wonderful work they do in caring for the next generation."

As part of the initiative, Chemists' Own has also released a children's activity book that has been gifted to over 1000 early learning centres and participating pharmacies nationally.

The campaign will run between September and December.

Chemists' Own will announce the winning pharmacy fundraisers in each category on December 6.



CHILDREN SUPPORTED: Millicent Chemist and Giftware's Samra Usman and Nicole Skeer with Mack and Teddy Duncan, Bella Reilly and Emmi Sorella at the Gladys Smith Early Learning Centre.

Picture: AMY MAYNARD