



SKULLCANDY AND LONDON DRUGS LAUNCH MOOD BOOST TO SUPPORT YOUTH MENTAL HEALTH

In Partnership With Jack.Org, Skullcandy Looks To Bring More Awareness To Mental Health Issues By Launching The Mood Boost Program In Canadian Retail

VANCOUVER, BC, July 17, 2020: Earlier this year, Skullcandy launched **MOOD BOOST**, a powerful program designed in response to the growing mental health crisis among Millennials and Generation Z, especially during this difficult time.

Today, Skullcandy announced their exclusive partnership with Canadian-owned and operated retailer, London Drugs, to elevate awareness of mental health resources in Canada through non-profit partner, Jack.org.

To highlight the support network made available to young people through Jack.org, London Drugs will be leveraging its website, digital platform, and loyalty program, LDEXtras, to create awareness of the Mood Boost campaign.

In addition, Skullcandy has announced its limited edition Mood Boost product drops will be made available online at London Drugs, beginning in July. **When customers buy any MOOD BOOST product, Skullcandy will donate a portion of the proceeds to Jack.org.**

Skullcandy will release limited edition products from the Mood Boost program to be available on LondonDrugs.com in 4 quarterly releases; July 2020, October 2020, January 2021, and finally April 2021. Collection 1 will feature the first 3, uplifting 'moods' from the campaign, including exclusive colorways of the Sesh True Wireless earbuds.

"London Drugs is a longstanding Skullcandy partner, and we are thrilled to have them supporting a cause that we are both very passionate about," explains Rich Scott, Director of Canadian Sales & Brand, "the products are just one way that we are helping our partners at Jack.org, with many more exciting programs coming later this year."

"[Jack.org](https://www.jack.org) is incredibly excited and honoured to partner with Skullcandy. The MOOD BOOST campaign is a fantastic opportunity to further explore and highlight the intimate connection between music and mental health," says Jesse Hayman, Vice President, Jack.org. "We always lean into the power of storytelling through music to create and amplify vital dialogues around mental health through [Jack Music](https://www.jackmusic.com). This partnership will help further ingrain music into our DNA, while helping fuel over 3,000 young leaders as they dismantle barriers to positive mental health across every province and territory in Canada."

"We are sensitive to the impact of today's world on young people, and we want them to be aware that these feelings don't have to be experienced alone," added Scott, "Mood Boost is our way of speaking to our audience through our passion for music, and letting them know that Skullcandy, London Drugs, and Jack.org are standing behind them."

About Skullcandy:

Skullcandy is the original lifestyle audio brand with the mission “to unleash the visceral power of music for all.” Founded at the intersection of music and boardsports, Skullcandy drives innovation in audio experiences from groundbreaking technology in its headphones, to working with emerging music talent who inspire and move culture forward. Based in Park City, Utah, Skullcandy designs, markets, and distributes audio products around the globe. The company's website can be found at www.skullcandy.ca.

About London Drugs:

Founded in 1945, B.C.-based London Drugs has 82 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store www.londondrugs.com. London Drugs offers consumers a range of products from digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 7,500 people with pharmacy and health care services being the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring company and continues to position itself for future growth and development.

About Jack.org:

Jack.org is Canada's only charity training and empowering young leaders to revolutionize mental health in every province and territory. Through [Do Something](#), [Jack Talks](#), [Jack Chapters](#), and [Jack Summits](#), young leaders identify and dismantle barriers to positive mental health in their communities. And through ambitious innovations in youth mental health like [Be There](#), Jack.org gives people the mental health resources they need to educate themselves. Together, the organization is working towards a Canada where all young people understand how to take care of their own mental health and look out for each other. A Canada without shame, and where all those who need support, get the help they deserve. The movement is powered by tens of thousands of advocates and allies across every province and territory of Canada. More about the movement can be found at www.jack.org.