

Client: The Body Shop

Project Description The Body Shop approached Lowe-Martin with another exciting, challenging and very meaningful project. **The Body Shop has partnered with the ALL BLOOD IS EQUAL coalition to END BLOOD DONATION DISCRIMINATION. GAY, BISEXUAL, TWO-SPIRIT, QUEER MEN AND TRANS WOMEN FACE AN ARBITRARY, DISCRIMINATORY 3-MONTH PERIOD OF ABSTINENCE BEFORE THEY CAN DONATE BLOOD IN CANADA.** By scanning the QR code that is placed in the floor graphics, participants can sign the petition. For every petition signed, The Body Shop is donating \$1 to ALL BLOOD IS EQUAL, up to \$10,000.

Challenge Lowe-Martin together with TBS came up with a safe way to wrap sides of the metal shipping crates with graphics. We used 6mil sintra with heavy duty clamps and earth magnets for the top, 10mil sintra for the side and special aluminium adhesive for the high traffic ground. Unfortunately weather was a big problem only few days after install was complete. Ground graphics were completely ripped off the concrete due to very strong wind and rain. Within 2 days we were able to reprint and reinstall the entire floor. The event was a big success!

