

Client: The Body Shop

Project Description The Body Shop approached LM with another exciting, challenging and mostly 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 LM together with TBS came up with a safe way to wrap 3 sides of the shipping metal crates with graphics. We used 6mil sintra with heavy duty clamps and earth magnets for the top, 10mil sintra for the right side and special aluminium adhesive for the high traffic ground. Unfortunately weather was a big problem 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. Event was a big success!

