



MEDIA RELEASE

Tuesday 16th July 2013

Boots UK and Jersey Museum celebrate 150 years of beauty and benevolence

From Saturday 20 July to Sunday 22 September Jersey Museum will host an exhibition celebrating the 150th anniversary of Florence Boot, wife of Jesse Boot, who is credited with helping to shape the Boots brand into what it is today.

This exhibition looks at different aspects of Florence's life: her devotion to her family, her business flair, her compassion and generosity and her love for her native Jersey. The exhibition is being curated by staff from the Boots UK Archive team in Nottingham, who have uncovered many interesting photos, articles, objects and possessions of Florence's and are putting them all on display here in Jersey, where Florence was born on 29 July 1863 in Grove Street.

Elizabeth Fagan, Marketing Director for Boots UK, said: "Florence Boot was an inspiring and dynamic woman. Her legacy is felt in every part of the Boots UK brand: in our accessibility, in our never-ending search for proven new solutions and in our active care for our communities and our people. Florence was responsible for turning Boots UK from a chain of pharmacies into the pharmacy-led health and beauty retailer it is today. She travelled all over the world in search of great value quality items for Boots to sell, often acting as Head Buyer, and was appointed as our first female Director. Florence saw it as her personal duty to look after the physical and emotional wellbeing of her teams, providing them with training and education opportunities, and moral support in times of hardship."

Julia Coutanche, Jersey Heritage said: "We are delighted to be marking the 150th anniversary of the birth of Florence Boot with an exhibition in the Link Gallery at Jersey Museum, a display at Jersey Archive and by hosting talks about this important and inspiring Jersey born woman."

Coinciding with the exhibition in the Link Gallery, there will also be some items displayed at Jersey Archive, with free admission for all visitors at both sites.

There will also be some talks in the AV Theatre at Jersey Museum and the Rose Room at Jersey Archive, at both lunch time and in the evenings, as well as activities for young visitors. There will be opportunities for locally-based visitors to contribute memories and information about Florence and her husband Jesse Boot, who are connected with sites Island-wide including St Matthews Church and the FB Fields.

For further information:

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About Boots UK

Boots UK is the leading pharmacy-led health and beauty retailer in the UK, with close to 2,500 Boots UK stores and around 60,000 employees. Boots UK's purpose is to help customers look and feel better than they ever thought possible. Customers are at the heart of the Boots business, which is committed to providing exceptional customer and patient care, be the first choice for pharmacy and healthcare, offer innovative products 'only at Boots' such as the UK's leading skincare brand No7, all delivered with the great value our customers love. Created over 160 years ago, the Boots brand is still at the heart of the communities it serves.

Boots UK is a member of Alliance Boots, a leading international, pharmacy-led health and beauty group delivering a range of products and services to customers. Working in close partnership with manufacturers and pharmacists, Alliance Boots is committed to improving health in the local communities it serves and helping its customers and patients to look and feel their best. Its focus is on growing its two core businesses: pharmacy-led health and beauty retailing and pharmaceutical wholesaling and distribution. Alliance Boots has a presence in more than 25* countries and employs over 108,000* people. Alliance Boots has pharmacy-led health and beauty retail businesses in nine* countries and operates more than 3,100* health and beauty retail stores, of which just over 3,000* have a pharmacy.

* Figures are approximate as at 31 March 2013 and include associates and joint ventures.