

Get a Smile, Give a Smile and make a Difference - Tim Hortons Smile Cookie Campaign is Back!

The full \$1 from every Smile Cookie sold supports Community Care Northumberland - Ed's House Northumberland Hospice Care Centre



Picture at Tim Hortons left to right - Trish Baird, (CCN Executive Director), Kim & John Meeussen (Tim Hortons Owners), Jeri Horton Joyce (Tim Hortons Owner) & Patti Ley (Campaign Co-Chair Ed's House).

Cobourg , September 4, 2019 – What’s better than a cookie that tastes good? A cookie that does good! Tim Hortons Smile Cookie Campaign is back supporting charities in communities across the country, including Community Care Northumberland – Ed’s House Northumberland Hospice Care Centre – one of 550 Canadian charities, hospitals and community programs supported through the annual campaign.

For one week, from September 16 – 22, restaurant owners Kim and John Meeussen and Ron and Jeri Horton Joyce will donate the full \$1 from every freshly baked chocolate chunk Smile Cookie purchased to support Community Care Northumberland’s – Ed’s House Northumberland Hospice Care Centre. Last year Tim Horton’s Smile Cookie Campaign raised a record \$30, 910.00 towards the Capital Campaign for Ed’s House. This is the second year of three- year commitment by owners Kim and John Meeussen and Ron and Jeri Horton Joyce to Ed’s House. The local owners have committed a \$100,000 to Ed’s House Northumberland Hospice Care Centre through the Smile Cookie Campaign.

New this year if you have a meeting, hockey practice, community gathering scheduled and to ensure you are able to have Smile Cookies for all attending, you can place pre-orders for Smile Cookies through any of the restaurants located from Port Hope to Colborne.

“On behalf of Community Care Northumberland we thank Kim and John Meeussen and Ron and Jeri Horton Joyce for their outstanding commitment to Ed’s House Northumberland Hospice Care Centre. The staff and volunteer teams at each local Tim Horton’s are amazing as they ask the community to “Get a Smile, Give a Smile and Make a Difference” by purchasing a Smile Cookie.” states Trish Baird, Executive Director for Community Care Northumberland. “During Smile Cookie week our volunteers will be helping at the Tim Horton’s from Port Hope to Colborne helping to create awareness about Ed’s House, and Community Care Northumberland’s Hospice Services.”

“We’re excited to participate in the Smile Cookie campaign again this year. It’s a pleasure to partner with Community Care Northumberland – Ed’s House Northumberland Hospice Care Centre and support this vital new facility for our community. This has been a very successful capital campaign and we are pleased to have made this commitment to Ed’s House which will support individuals and their families at a very difficult time. We are very proud of our team members at each of our local restaurants as they craft each Smile Cookie with care and are proud to serve them to guests who come in throughout the week to support such a great cause.” states Kim and John Meeussen and Ron and Jeri Horton Joyce

“The real magic behind the Smile Cookie campaign is the local impact and we’re excited to be able to support local charities, hospitals and community programs again this year. Our guests, restaurant owners and their team members can feel incredibly proud knowing that the money raised during the campaign directly supports local Tim Hortons communities.”

- Mike Hancock, Chief Operating Officer, Tim Hortons

Smile Cookie Campaign Facts

- In 2018, the Smile Cookie campaign raised \$7.8 million across Canada
- For over 23 years, we’ve been spreading smiles – the Smile Cookie campaign began in 1996 to help raise funds for the Hamilton Children’s Hospital in Ontario
- The Smile Cookie campaign and has grown to become a major fundraising event at Tim Hortons Restaurants
- Nationally, Tim Hortons Restaurant owners support 550 local charities, hospitals and community programs through the Smile Cookie campaign

Join the Smile Cookie Conversation

- Use the hashtag #SmileCookie
- Tag or follow us on Instagram [@TimHortons](#) & @edshospice
- Tag or follow us on Twitter [@TimHortons](#)
- Like us on Facebook [Tim Hortons](#) & @NorthumberlandHospice
- Subscribe to us on YouTube [@TimHortons](#)
- Visit [TimHortons.com/smilecookie](https://www.timhortons.com/smilecookie) for a list of local charities benefiting from the Smile Cookie campaign

For more information please contact:

Trish Baird
Executive Director
t.baird@commcare.ca
1-866-514-5774