

MEDIA RELEASE:

For Immediate Release



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 Norfolk General Hospital Foundation.

September 10, 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 the Norfolk General Hospital Foundation **Year of the Cat 2.0 Campaign**— one of 550 Canadian charities, hospitals and community programs supported through the annual campaign.

For one week, from September 16 – 22, restaurant owners donate the full \$1 from every freshly baked chocolate chunk Smile Cookie purchased to support charities in their community. Guests can complete a form to place pre-orders for Smile Cookies through their restaurant in Norfolk County.

This year, Tim Hortons restaurants in Norfolk are supporting NGH Foundation. The Foundation is seeking funds for a new 128 slice Computed Tomography (CT) Unit. The current CT has been in service since 2006 and has come to the end of its serviceability. The CT is the most important diagnostic imaging tool at NGH. The new unit will produce sharper, clearer images allowing Radiologists to better diagnose patients and get them on the road to recovery.

Quotes

“This is just awesome. The Foundation is so grateful to Tim Horton store owners in Norfolk County who have chosen to support the Year of the Cat 2.0 Campaign through Smile Cookie sales. We are even more grateful to Tim Horton customers who enjoy thousands of Smile Cookies each year. We truly live in a generous community that truly cares about its hospital and our ability to provide the best care possible.”

- Jennifer White, NGH Foundation Director



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“We’re excited to participate in the Smile Cookie campaign again this year. It’s such a pleasure to partner with the NGH Foundation, our local hospital that does such impactful work in Norfolk and area. Our team members 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.”

- Grant Nelson, Tim Hortons Restaurant Owner, Simcoe

“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](#)
- Tag or follow us on Twitter [@TimHortons](#) & [@NorfolkGeneralH](#)
- Like us on Facebook [Tim Hortons](#) & [@NGHSimcoe](#)
- Subscribe to us on YouTube [@TimHortons](#)
- Visit TimHortons.com/smilecookie for a list of local charities benefiting from the Smile Cookie campaign

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About TIM HORTONS®

Tim Hortons is one of North America's largest restaurant chains operating in the quick service segment. Founded as a single location in Canada in 1964, Tim Hortons appeals to a broad range of guest tastes, with a menu that includes premium coffee, hot and cold specialty drinks (including lattes, cappuccinos and espresso shots), specialty teas and fruit smoothies, fresh baked goods, grilled Panini and classic sandwiches, wraps, soups, prepared foods and other food products. Tim Hortons has more than 4,800 system wide restaurants located in Canada, the United States and around the world. More information about the company is available at www.timhortons.com.

About The Norfolk General Hospital Foundation:

The purpose of the Foundation, governed by a Board of Directors, is to raise money for capital improvements to the hospital. This would include renovations to the hospital and the purchase of new equipment for the hospital with a goal to continually improve patient care. The Foundation seeks support from the Corporate sector, private individuals and service organizations. Your generous support of our Hospital will ensure a healthy future for us all. The Foundation welcomes gifts in the form of bequests, life insurance or other planned gifts, capital equipment donations, in - memoriam donations and miscellaneous gifts. For more information, [contact us](#).

For more information or interview requests, please contact:



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"Our mission is to relieve illness and suffering, and help people live healthier lives."



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Just Wash your Hands



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