

For Immediate Release  
September 15, 2020

## MEDIA RELEASE

**Tim Hortons® Smile Cookie Campaign is Back, Supporting Southlake Foundation in Newmarket**  
*From September 14 to September 20, the full \$1 from every Smile Cookie sold in Newmarket, Aurora and East Gwillimbury will support Southlake Regional Health Centre Foundation*

**Newmarket, September 15, 2020** – Last year, Tim Hortons® restaurant owners and guests across the country raised a record \$9.8 million to support local charities through their annual Smile Cookie campaign. Back again for its 24<sup>th</sup> year, Tim Hortons Smile Cookie week will support charities in communities across the country, including Southlake Regional Health Centre Foundation in Newmarket – one of 550 Canadian charities, hospitals and community programs supported through the annual campaign.

For one week, from September 14 – 20, restaurant owners will 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 nearest participating restaurant, available at [www.timhortons.ca](http://www.timhortons.ca).

This year, Tim Hortons restaurants in Newmarket, Aurora and East Gwillimbury are supporting Southlake Foundation. Funds will support the most urgent priorities across the hospital, including the vital tools and equipment that Southlake’s clinicians depend on to provide leading edge care close to home for everyone in our communities.

### Quotes

“We are thrilled to once again be part of the Smile Cookie campaign. This year, our communities have rallied in support of Southlake more than ever before, taking care of our tireless front-line workers, and each other. They’ve shown their support in so many different ways – and this week, they’re showing it with a smile.”

- **Sheila Tilotta, President and CEO, Interim, Southlake Foundation**

“Since the beginning of the COVID-19 pandemic, we’ve been treating local food banks, hospitals and charities to our coffee trucks and baked goods as they support their communities day in and day out. We’re continuing to support these organizations as we kick off our annual Smile Cookie week, one of our largest restaurant owner-led initiatives, that continues to support local charities who need it most. We’re so excited Smile Cookie is back for its 24th year.”

- **Hope Bagozzi, Chief Marketing Officer, Tim Hortons**

### Smile Cookie Campaign Facts

- In 2019, the Smile Cookie campaign raised a record \$9.8 million across Canada
- For over 24 years, Tim Hortons restaurant owners and guests have been spreading smiles. The Smile Cookie campaign began in 1996 to help raise funds for the Hamilton Children’s Hospital in Ontario
- Nationally, Tim Hortons restaurant owners support over 550 local charities, hospitals and community programs through the Smile Cookie campaign

-more-

### Join the Smile Cookie Conversation

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

- 30 -

### About Southlake Regional Health Centre Foundation

Since the inception of Southlake Foundation in 1980, more than \$160 million dollars has been raised in support of Southlake Regional Health Centre. Working with members of the community, hundreds of volunteers, the Southlake Family and our incredible donors, Southlake Foundation will continue to support life-saving medical equipment, infrastructure upgrades and expansions, patient programs and staff education, all for the goal of providing leading edge care for patients and families, close to home. For more information visit: [www.southlakefoundation.ca](http://www.southlakefoundation.ca)

### For more information or interview requests, please contact:

Emily Wood  
Specialist, Marketing and Communications  
Southlake Regional Health Centre Foundation  
[Ewood@southlakeregional.org](mailto:Ewood@southlakeregional.org)

### About TIM HORTONS®

In 1964, the first Tim Hortons® restaurant in Hamilton, Ontario opened its doors and Canadians have been ordering Tim Hortons iconic Original Blend coffee, Double-Double™ coffees, Donuts and Timbits® in the years since. Over the last 55 years, Tim Hortons has captured the hearts and taste buds of Canadians. Tim Hortons is Canada's largest restaurant chain operating in the quick service industry serving over 5 million cups of coffee every day with 80% of Canadians visiting one of nearly 4,000 Tim Hortons in Canada at least once a month. More than a coffee and bake shop, Tim Hortons is part of the Canadian fabric and guests can enjoy hot and cold specialty beverages – including lattes, cappuccinos and espressos, teas and our famous Iced Capps™ – alongside delicious breakfast, sandwiches, wraps, soups and more. Tim Hortons has more than 4,800 restaurants in Canada, the United States and around the world. For more information on Tim Hortons visit [TimHortons.ca](http://TimHortons.ca).