



**A record-breaking number of Smiles: Tim Hortons® raises a record \$10.56 million throughout national Smile Cookie Campaign, over \$224,000 to be donated to Clarington, Port Perry and Whitby Hospices**

*Restaurant owners from across Durham Region are donating 100% of proceeds to Clarington, Port Perry and Whitby hospices from sales of Smile Cookies this fall*

**TORONTO, OCTOBER 6, 2020** – Tim Hortons restaurant owners and millions of generous Canadians across the country combined broke a new Smile Cookie record by raising \$10.56 million for local charities across the country.

This year across Durham Region, local Tim Hortons restaurant owners and guests helped raise over \$224,000 to support the three residential hospices coming to the region. The funds will be split among the three charities and will be used to build and/or furnish the hospices.

"The Hospices are truly grateful to our wonderful communities for showing their support and gobbling up so many cookies! It means the world to us to have so many generous people standing behind our projects" says Steve Russell, Board Chair of Oak Ridges Hospice.

"We are delighted with the results of the Smile Cookie campaign", says Melodie Zarzeczny, Chair of the hospice building project for Clarington. "We owe a huge thanks to the Tim Hortons owners and staff in our communities who worked so hard to make this happen.

Chris Raynor, Chair of the Whitby Hospice adds, "These hospices are for all of us, and we are so grateful for the big role Tim Hortons is playing as a community partner."

"We were absolutely blown away by the generosity of Canadians for our annual Smile Cookie campaign," says Tim Hortons Chief Marketing Officer Hope Bagozzi.

Tim Hortons restaurant owners across Canada will be presenting their local charity partners with Smile Cookie cheques throughout the next month.

**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



### Join the Smile Cookie Conversation

- Use the hashtag #SmileCookie
- Tag or follow us on Instagram [@TimHortons](#), [@Durham Region Hospice](#), [@Oak Ridges Hospice](#)
- Tag or follow us on Twitter [@TimHortons](#), [@Durham Region Hospice](#), [@Oak Ridges Hospice](#)
- Like us on Facebook [Tim Hortons](#), [Durham Region Hospice](#), [Oak Ridges Hospice](#)
- Subscribe to us on YouTube [@TimHortons](#)
- Visit [TimHortons.ca/smile-cookie](https://TimHortons.ca/smile-cookie) for a list of local charities benefiting from the Smile Cookie campaign

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### About Oak Ridges Hospice and Durham Region Hospice

Oak Ridges Hospice and Durham Region Hospice are community-based charitable organizations committed to providing - **free of charge** - a tranquil, home-like setting where a dedicated team of specially trained medical, nursing, support staff and volunteers provide compassionate care and comfort to our residents and their loved ones at the end-of-life. They will form a network of future hospices in Durham Region that will be located in Port Perry (Oak Ridges Hospice) and Whitby and Clarington (Durham Region Hospice).

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

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# *Tim Hortons*



## **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).