



TIM HORTONS® SMILE COOKIE CAMPAIGN IS BACK, SUPPORTING CARLETON PLACE & DISTRICT MEMORIAL HOSPITAL FOUNDATION IN CARLETON PLACE

From September 14 to September 20, the full \$1 from every Smile Cookie sold in Carleton Place will support Carleton Place & District Memorial Hospital Foundation

CARLETON PLACE, September 14, 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 24th year, Tim Hortons Smile Cookie week will support charities in communities across the country, including the Carleton Place & District Memorial Hospital Foundation in Carleton Place – 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 restaurant in Carleton Place.

This year, Tim Hortons restaurants in Carleton Place are supporting Carleton Place & District Memorial Hospital (CPDMH) Foundation. The Foundation is dedicated to raising funds to strengthen the Hospital's ability to provide the best health care possible to the residents of Carleton Place and surrounding communities.

Quotes

"Tim Hortons' 2020 Smile Cookie Campaign starts today and the Foundation is thrilled to be the charity of choice for the Tim Hortons Carleton Place locations. Last year, Tim Hortons raised an astounding \$12,726.30 for the purchase of patient care equipment at CPDMH. This year, the need is greater than ever as we meet the challenges brought on by COVID-19. Many thanks to Lisa Peters, Scot Moore and the Tim Hortons team for their unwavering support of the Foundation, our hospital and the community. We are encouraging our supporters to say "THANK YOU!" or "GREAT JOB!" by purchasing a dozen Smile Cookies and dropping them off to an outstanding business or organization. Encourage them to SMILE IT FORWARD by gifting another group or person with more SMILES. Share your SMILES by taking a photo and posting to social media with #Smiles4CPDMHF."

Robyn Arseneau, Executive Director, CPDMH Foundation

"Communities coming together during these difficult times is more important than ever. We and our restaurant team members are excited to continue working with our local charity partners, **Carleton Place & District Memorial Hospital Foundation**, to raise as much as possible to support their local programs. We encourage all of our guests throughout our annual Smile Cookie week to support their local charities by purchasing a freshly baked Smile Cookie at Tim Hortons for just \$1."

Lisa Peters and Scot Moore, Tim Hortons Restaurant Owner, Carleton Place

"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

Join the Smile Cookie Conversation

- Use the hashtag #SmileCookie and #Smiles4CPDMHF
- Tag or follow us on Instagram [@TimHortons](#) & [@CPDMHFoundation](#)
- Tag or follow us on Twitter [@TimHortons](#) & [@CPDMHFoundation](#)
- Like us on Facebook [Tim Hortons](#) & [@CPDMHFoundation](#)
- 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

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About Carleton Place & District Memorial Hospital Foundation

Established in 1994, the Carleton Place & District Memorial Hospital (CPDMH) Foundation is a registered charity dedicated to raising funds for the Carleton Place & District Memorial Hospital in support of providing the best healthcare possible to the residents of Carleton Place and the surrounding communities. Each year the CPDMH Foundation commits to purchasing modern and up-to-date patient care equipment which is needed for the hospital. In addition to providing vital equipment, CPDMH Foundation also raises funds to support staff education and training, high school bursaries, various special equipment and program needs and upgrades to the hospital facility. For more information about the Foundation, please visit cpdmhfoundation.ca.

For more information or interview requests, please contact:

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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](https://www.TimHortons.ca).



Pictured from left to right are: Scot Moore – Owner, CP Tim Hortons, Robyn Arseneau – Executive Director, CPDMH Foundation, Lisa Peters – Owner, CP Tim Hortons, and Chantal Beaulieu – General Manager, CP Tim Hortons.