



Tim Hortons®

Tim Hortons' Smile Cookie Campaign Returns September 14th

FOR IMMEDIATE RELEASE

Northumberland County, ON – September 9th, 2020 – The Tim Hortons Smile Cookie Campaign, which supports 550 charities, hospitals and community programs throughout the country, returns September 14th to 20th. For the third consecutive year, Smile Cookies will benefit Ed's House Northumberland Hospice Care Centre. 100% of the proceeds from each \$1 Smile Cookie sold at Tim Hortons locations in Colborne, Cobourg and Port Hope will support Ed's House, the new hospice centre in Hamilton Township that will house Community Care Northumberland's existing hospice services in addition to providing resident hospice care.

"We are looking forward to this year's Smile Cookie Campaign and working with Community Care Northumberland again to raise awareness and funds for Ed's House Northumberland Hospice Care Centre," said local Tim Hortons owners John and Kim Meeussen, Ron and Jeri Horton Joyce and Jen McCall. "The last two years have proved extremely successful in Smile Cookie sales and we hope to keep this momentum going so we can raise as much as possible for the necessary services and support offered at Ed's House."

"We are very fortunate to be participating in the Tim Hortons Smile Cookie Campaign for the third year in a row," says Trish Baird, Chief Executive Officer of Community Care Northumberland. "We thank John and Kim Meeussen, Ron and Jeri Horton Joyce and Jen McCall, their Tim Hortons team members and our volunteers for their continued support of Ed's House Northumberland Hospice Care Centre and all of their hard work during Smile Cookie week."

Pre-order forms are available on Community Care Northumberland's and Ed's House Northumberland Hospice Care Centre's websites, allowing individuals to choose the number of cookies they would like to order and specify a location and time for pick up.

This marks the third year of a three-year commitment from the Tim Hortons restaurants in Colborne, Cobourg and Port Hope for Ed's House Northumberland Hospice Care Centre. The Smile Cookie Campaign raised \$30,910 in 2018 and \$42,410 in 2019 for Ed's House, raising over \$73,000 of the \$100,000 commitment from local Tim Hortons owners through the Smile Cookie Campaign.

Smile Cookie Campaign Facts

- In 2019, the Smile Cookie Campaign raised a record \$9.8 million across Canada
- For over 24 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 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](#) & [@CommCareNland](#)
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Media Information

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Community Care Northumberland (CCN) is a multi-service, volunteer-based support organization in Northumberland County. By connecting our clients with our community resources, CCN makes it possible for them to experience a higher quality of life. From Meals on Wheels to Friendly Visits to Community Diners to Transportation to Hospice Palliative Care to Home Support, CCN offers services that cover the needs of our client base. In doing so, staff, partners and volunteers maintain trust, dignity and respect for one another and our clients. This enables us to maintain our high standard of service to our Northumberland communities. www.commcare.ca

Ed's House Northumberland Hospice Care Centre is a new hospice centre featuring ten suites – six operational upon opening and four future when funding becomes available – opening in the fall of 2020. Led by Community Care Northumberland, the centre will act as a centralized 'hub' for CCN's interdisciplinary hospice services team by providing caregiver support, palliative outreach and education, health system navigation and grief and bereavement support in addition to resident hospice care. Ed's House will provide a comfortable setting to receive palliative support from early family engagement and beyond at no cost to hospice clients and their families.

www.northumberlandhospice.ca