



Smile Cookie Record for West Northumberland County

November 6th, 2017 (Cobourg/ Colborne and Port Hope)

Community Care Northumberland (CCN) was selected by local Tim Hortons restaurant owners John and Kim Meeussen and Jeri and Ron Joyce to receive proceeds from this year's Smile Cookie Campaign at their Cobourg, Colborne and Port Hope locations.

The campaign ran from September 11th to 19th and their 9 stores sold 27,324 cookies

"On behalf of our staff and volunteers I am so pleased to receive a cheque for \$27,324 from the sale of Smile Cookies," said Trish Baird – Executive Director of CCN. "Our team worked closely with members of John and Jeri's teams and together we set a Smile Cookie sales record in Northumberland County."

"We would also like to extend our sincerest thanks to Jeri and John for selecting us as this year's recipient," she added.

Background

The Smile Cookie campaign began in 1996 as a way to help raise funds for the Hamilton Children's Hospital in Ontario, and has grown to become a major fundraising event at Tim Hortons Restaurants. Nationally, Tim Hortons Restaurant Owners support more than 460 local charities, hospitals and community programs through the campaign. Last year, the Smile Cookie campaign raised \$6.3 million across Canada.

Members of the public purchased freshly baked chocolate chunk Smile Cookie for \$1 plus applicable taxes, and their local Tim Hortons Restaurant Owner donated the full \$1 to local charities like Community Care Northumberland.

-30-

Media information:

Alicia Vandine
Regional Community Relations Coordinator
Community Care Northumberland
(866)514-5774
a.vandine@commcare.ca

Trish Baird
Executive Director
Community Care Northumberland
(705)653-0955
t.baird@commcare.ca

Christine Presley
Regional Marketing Manager - Eastern Ontario & Quinte Northumberland
Restaurant Brands International – Tim Hortons
C: 613-314-6669 cpresley@rbi.com

Photo: Cheque Presentation on October 31st, 2017 at Community Care Northumberland office in Cobourg.



Members of CCN’s team in Cobourg receiving cheque from John and Kim Meeussen of Tim Hortons: pictured (L-R):

(Front row around cheque), Ray Lobban – Chair of CCN, Kim and John Meeussen – Tim Hortons.
(Middle row): Maureen Pollard, Heather Marriott, Pam Stevenson, Joanne Sbrocchi, Allison Greer, Melissa Halford.

(Back row): Laurie Metiyak, Tammy Harnden, Sheri Birney, Cheryl McFarlane, Trish Baird – Executive Director - CCN



“Giving Strength Through Caring”

www.commcare.ca