



Tim Hortons®

Tim Hortons' 2020 Smile Cookie Campaign Raises More Than \$50,000 for Ed's House

FOR IMMEDIATE RELEASE

Northumberland County, ON – This year's Smile Cookie Campaign at Tim Hortons proved to be another national and local record-breaking year. From September 14th to 20th, thousands of customers purchased \$1 Smile Cookies at Tim Hortons restaurants in Colborne, Cobourg and Port Hope, with 100% of the proceeds from each cookie supporting Ed's House Northumberland Hospice Care Centre. Thanks to continued community support, \$50,003 was raised through the Smile Cookie Campaign and an additional \$540 was given to volunteers at the drive-thru for Ed's House, the new hospice centre in Hamilton Township led by Community Care Northumberland that provides resident care and a range of support services for hospice clients and their loved ones.

"We are so fortunate to have partnered with local Tim Hortons restaurants and to have been the recipient of Smile Cookie proceeds the last five years, the first two years benefitting Community Care Northumberland's programs and services and the last three, Ed's House," said Trish Baird, Chief Executive Officer of Community Care Northumberland. "We thank all involved in making this Smile Cookie Campaign in support of Ed's House a success, including our local Tim Hortons owners and staff members, our volunteers and staff members who decorated cookies and greeted customers at the drive-thru, and everyone who purchased a Smile Cookie."

"We are thrilled to have had another successful Smile Cookie week and are honoured to support and help raise awareness about Ed's House Northumberland Hospice Care Centre and its services," said local Tim Hortons owners John and Kim Meeussen, Ron and Jeri Horton Joyce and Jen McCall. "Along with Tim Hortons restaurants across the country, we try to support local initiatives and be part of the communities our restaurants are located in, and the Smile Cookie Campaign allows us to do just that."

This year marked the third year of a three-year commitment from Tim Hortons restaurants in Colborne, Cobourg and Port Hope in support of Ed's House Northumberland Hospice Care Centre. The Smile Cookie Campaign raised \$30,910 in 2018, \$42,410 in 2019 and \$50,003 in 2020, raising a total of \$123,323 over the three years and exceeding the \$100,000 commitment from local Tim Hortons owners through the Smile Cookie Campaign.

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

