



**Tim Hortons® Smile Cookie Campaign is Back, Supporting the  
Castlegar & District Hospital Foundation**

*From September 14 to September 20, the full \$1 from every Smile Cookie sold in Castlegar will support the Castlegar Hospital Foundation*

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 24<sup>th</sup> year, Tim Hortons Smile Cookie week will support charities in communities across the country, including the Castlegar & District Hospital Foundation – 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. Funds from past sales have supported purchases of valuable equipment for the Emergency Department at the Castlegar Community Health Centre.

“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
- Like us on Facebook  
<https://www.facebook.com/CastlegarHospitalFoundation/>
- Visit [TimHortons.com/smilecookie](https://www.timhortons.com/smilecookie) for a list of local charities benefiting from the Smile Cookie campaign