



WOMEN'S PLACE
NOVA HOUSE · SERENITY PLACE



**Big Brothers
Big Sisters**
OF NIAGARA FALLS
AND SOUTH NIAGARA

A record-breaking number of Smiles: Tim Hortons® raises more than \$12 million throughout national Smile Cookie Campaign

Niagara Falls restaurant owners are donating 100% of proceeds from sales of Smile Cookies to Women's Place and Big Brothers Big Sisters of Niagara Falls this fall

NIAGARA FALLS, OCTOBER 19, 2021 – Tim Hortons restaurant owners and millions of generous Canadians across the country broke a new Smile Cookie record by raising more than \$12 million for local charities across the country.

This year in Niagara Falls, local Tim Hortons restaurant owners and guests also broke a new record raising \$27,856.50 to support Women's Place AND \$27, 856.50 for Big Brothers Big Sisters of Niagara Falls, with a total of 55, 713 cookies sold! The funds will be used help protect and support women and children affected by domestic abuse and Big Brothers Big Sisters Community Based Programming.

"The results of the Smile Cookie campaign are outstanding. With gender based violence on the rise due to the pandemic, the funds raised are more important than ever. A heartfelt thanks to our local Tim Hortons restaurant owners and the community members who purchased cookies. You are helping ensure that women and children in our community are safe, and have the resources they need to rebuild their lives free from abuse," says Amanda Braet, Director of Development & Stewardship for Women's Place.

"The funds raised from this year's Smile Cookie Campaign are remarkable. With so many children and youth in our community struggling with adversity in their lives, now more than ever during the pandemic, these funds will go a long way in helping to sustain our Community Based Programming. A wholehearted thank you to our local Tim Horton's restaurants and to our community members who purchased Smile Cookies this year." says Melissa Pelletier, Fundraising & Event Coordinator for Big Brothers Big Sisters.

"Each and every year, Tim Hortons restaurant owners continue to go above and beyond to help raise funds for our annual Smile Cookie campaign and it's truly inspiring to be a part of something so great and impactful," says Hope Bagozzi, Chief Marketing Officer for Tim Hortons.

Tim Hortons restaurant owners across Canada will be presenting their local charity partners with Smile Cookie cheques throughout the next month.

Smile Cookie Campaign Facts

- In 2020, the Smile Cookie campaign raised \$10.56 million across Canada
- The Tim Hortons Smile Cookie program started in 1996, originally raising funds for Hamilton Children's Hospital. Twenty-five years later, the annual charitable campaign has now raised a total of more than \$77 million for charities selected every year by restaurant owners.
- Nationally, Tim Hortons restaurant owners support over 600 local charities, hospitals and community programs through the Smile Cookie campaign

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About Women's Place

Women and children deserve a life free from abuse and violence. Since 1981, Women's Place has been providing confidential support to women across South Niagara when faced with the difficult issue of gender-based violence. Whether it is a partner or another loved one who is being abusive, our counsellors are here to provide compassionate support to help women figure out their options. Options might include a shelter stay, a visit to one of our outreach offices in Port Colborne or Fort Erie, 24-hour text/phone support, counselling for themselves or their children, or working with one of our legal or housing advocates.

About Big Brothers Big Sisters

Changing the course of young people's lives changes the future of communities. We enable life-changing mentoring relationships for children and youth facing adversity in their lives, such as financial strain, parental separation/death/divorce, low self-esteem, bullying, and more. Our mentoring programs help young people to realize their full potential with positive program outcomes related to mental health and well-being, responsible decision making, social inclusion and employment/civic engagement.

For more information or interview requests, please contact:

Women's Place

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Big Brothers Big Sisters of Niagara Falls and South Niagara

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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.

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- Visit TimHortons.ca/smile-cookie for a list of local charities benefiting from the Smile Cookie campaign