



For Immediate Release

TIM HORTONS SMILE COOKIE CAMPAIGN BENEFITS CALGARY HEALTH TRUST, SUPPORTING NEONATAL INTENSIVE CARE UNITS

Annual cookie fundraiser starts today!

CALGARY, AB – September 15, 2014 – Tim Hortons is bringing more smiles to Calgary with the launch of the annual Smile Cookie fundraiser. For one week starting today, Tim Hortons restaurant owners in Calgary and surrounding communities will generously donate all proceeds from sales of a special smiling chocolate chunk cookie to Calgary Health Trust in support of neonatal intensive care units (NICU). The \$1 treat helps charities, hospitals and community programs across Canada in the cities where they are sold.

“On behalf of all restaurant owners and team members in the Calgary area, I would like to thank our loyal guests for their generosity and support of the Smile Cookie campaign,” said Mark Smaal, Tim Hortons Restaurant Owner in SE Calgary. “Tim Hortons is thrilled to support Calgary Health Trust with the funds raised and bring smiles to so many people’s faces. We welcome everyone to come in this week to buy a delicious freshly-baked Smile Cookie in support of a great cause.”

Over the last four years, Calgary and area Tim Hortons restaurant owners and their patrons have helped raise more than \$550,000 for the Neonatal Intensive Care Units at Rockyview General Hospital, Peter Lougheed Centre, Foothills Medical Centre and South Health Campus, with the dollars being utilized to purchase cutting edge new equipment.

“We are delighted to be partnering with Tim Hortons again this year for the Smile Cookie campaign. They have an incredible network of owners and staff who go above and beyond during this week. Their dedication to helping newborns and their families who spend time in the NICUs is invaluable,” says Jill Olynyk, CEO, Calgary Health Trust. “The Smile Cookie campaign showcases the incredible support of the community for parents who might otherwise feel very alone at this time.”

For more information on how the Smile Cookie campaign supports communities across Canada, please visit <http://www.timhortons.com/smilecookie> ‘Like’ Tim Hortons on Facebook at [facebook.com/timhortons](https://www.facebook.com/timhortons) and follow @TimHortons on Twitter to join the #SmileCookie conversation.

ABOUT TIM HORTONS INC.

Tim Hortons is one of the largest publicly-traded restaurant chains in North America based on market capitalization, and the largest in Canada operating in the quick service segment of the restaurant industry. As of July 1st, 2012, Tim Hortons had 4,071 systemwide restaurants, including 3,326 in Canada, 734 in the United States and 11 in the Gulf Cooperation Council. More information about the Company is available at www.timhortons.com.

ABOUT CALGARY HEALTH TRUST



Calgary Health Trust connects donor passions with health care needs. Together we are touching lives in our community every day by raising funds for enhanced technology, programs and services at the Foothills Medical Centre, Peter Lougheed Centre, Rockyview General Hospital, Women's Health, Carewest continuing care centres and other community health programs and facilities. For information on Calgary Health Trust, visit www.calgaryhealthtrust.ca.

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