



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 23, 2013 – 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.”

During the last three years, Calgary and area Tim Hortons restaurant owners and their patrons have helped raise \$392,000 for the Neonatal Intensive Care Units at Rockyview General Hospital, Peter Lougheed Centre and the Foothills Medical Centre, with the dollars being utilized to purchase cutting edge new equipment. New this year, the recently opened South Health Campus has been added to the recipients to support their NICU, which will see many of the families in Calgary’s southeast community.

“We are very fortunate to be partnering with Tim Hortons again this year for the Smile Cookie campaign. They are an incredible network of owners who go above and beyond in their generosity and dedication to helping newborns and their families who spend time in the NICUs,” says Jill Olynyk, CEO, Calgary Health Trust. “It can be very difficult for parents to watch their little one struggle the first few days of their lives, but campaigns like Smile Cookie showcases the incredible support of the community.”

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, a catalyst in health care philanthropy, connects donor passion with treatment, education and research priorities in the Calgary community. With more than \$330 million raised for health care since 1996, we help advance technologies, programs and services at Foothills Medical Centre, Peter Lougheed Centre, Rockyview General Hospital, South Health Campus, Women's Health, Carewest continuing care centres, community health programs, and other health care organizations in our community. Visit www.calgaryhealthtrust.ca to learn more.

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