



For Immediate Release

NORTHMART TIM HORTONS SMILE COOKIE CAMPAIGN SUPPORTS REACH COMMITTEE IN THEIR FUNDRAISING EFFORTS

Annual cookie fundraiser starts today!

Iqaluit, Nunavut – September 17, 2012 – NorthMart Tim Hortons is bringing more smiles to Iqaluit with the launch of the annual Smile Cookie fundraiser. For one week starting today, the NorthMart Tim Hortons in Iqaluit will generously donate all proceeds from sales of a special smiling chocolate chunk cookie to the REACH campaign in support of the new Aquatic Centre. The \$1 treat helps charities, hospitals and community programs across Canada in the cities where they are sold.

“On behalf of everyone here at the NorthMart Tim Hortons, I would like to thank our customers for their generosity and support of the Smile Cookie campaign,” said Michael McMullen, Executive Vice President, Northern Canada Retail. “Tim Hortons is thrilled to support the REACH campaign 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.”

This is the first year, NorthMart Tim Hortons and guests have participated in the Smile Cookie fundraiser.

“We are so thankful for the support of NorthMart Tim Hortons to help us reach our fundraising goal for the new Aquatic Centre,” says Amy Elgersma, REACH Fundraising Committee, Chairperson. “The Aquatic Centre will provide an opportunity to build community and maintain a healthy lifestyle through a variety of programming.”

What began as a way to help raise funds for the Hamilton Children's Hospital in Ontario in 1996, has grown into a major fundraising event across North America. In 2011 alone, the Smile Cookie campaign raised \$4 million across Canada and the United States. Nationally, Tim Hortons restaurant owners support more than 345 local charities through the campaign.

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 REACH

A community fundraising campaign called “REACH” is raising funds for the new Aquatic Centre. By fundraising, corporate sponsorship and donations, the REACH Fundraising Committee aims to raise \$3 Million for the new Aquatic Centre. For more information on the REACH Fundraising Campaign contact Amy Elgersma, REACH Fundraising Campaign Chairperson amy@reachiqaluit.com

ABOUT THE NORTH WEST COMPANY

The North West Company strives to help make a positive, progressive difference within each community we serve. The North West Company contributes \$2.3 million of net earnings to support sports and recreation, healthy living, education, sustainability, culture and the arts. For more information visit www.northwest.ca.



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, Tim Hortons appeals to a broad range of consumer tastes, with a menu that includes premium coffee, espresso-based hot and cold specialty drinks including lattes, cappuccinos and espresso shots, specialty teas, fruit smoothies, home-style soups, fresh Panini and classic sandwiches, wraps, hot breakfast sandwiches and fresh baked goods, including our trademark donuts. 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.

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For further information or to arrange an interview, please contact:

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