



For Immediate Release

TIM HORTONS SMILE COOKIE CAMPAIGN SUPPORTING CHARITIES IN YOUR NORTHERN COMMUNITIES.

Annual cookie fundraiser starts today!

WINNIPEG, MANITOBA – September 14, 2015 – Northern and NorthMart stores in Northern Manitoba, Northern Saskatchewan, and Nunavut are bringing more smiles to the community with the launch of the Tim Hortons annual Smile Cookie fundraiser. From September 14 – 20, Tim Hortons restaurant in participating Northern and NorthMart stores will generously donate all proceeds from sales of a special smiling chocolate chunk cookie to a local charity. The \$1 treat helps charities, hospitals and community programs across Canada in the cities where they are sold.

This year the proceeds from the cookie sales will benefit community programs such as: breakfast and literacy programs, as well as youth drop-in centers and women’s shelters in the following communities.

Participating Northern and NorthMart Tim Hortons restaurants:

- Buffalo Narrows, SK
- Thompson, MB
- Oxford House, MB
- Cross Lake, MB
- Rossville, MB
- Pond Inlet, NU
- Iqaluit, NU
- Rankin Inlet, NU

“On behalf of all the team members in our Northern and NorthMart stores, I would like to thank our customers for their generosity and support of the Smile Cookie campaign,” said Christine Reimer, Vice-President Sales & Operations, The North West Company. “We are thrilled to partner with Tim Hortons to support charities in our communities 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.”

Since 2012, Northern and NorthMart customers have helped raised over \$13,000 for community programs and charities in the North.

The Smile Cookie campaign started in 1996 to help raise funds for the Hamilton Children's Hospital in Ontario and has grown to become a major fundraising event at Tim Hortons restaurants. With blue eyes and a pink smile, the Smile Cookie has become an iconic symbol of the commitment of Tim Hortons guests and restaurant owners to strengthen their communities. Last year, the campaign raised \$5.3 million across Canada and supported more than 350 local charities.

Visit www.timhortons.com/smilecookie to learn more about the charities the Smile Cookie campaign supports across Canada or join the #SmileCookie conversation on Facebook www.Facebook.com/timhortons, Twitter [@TimHortons](https://twitter.com/TimHortons) and Instagram [@TimHortons](https://www.instagram.com/TimHortons).

Tim Hortons® Overview

Tim Hortons, part of Restaurant Brands International, is one of North America's largest restaurant chains operating in the quick service segment. Founded as a single location in Canada in 1964, Tim Hortons appeals to a broad range of consumer tastes, with a menu that includes premium coffee, hot and cold specialty drinks (including lattes, cappuccinos and espresso shots), specialty teas and fruit smoothies, fresh baked goods, grilled Panini and classic sandwiches, wraps, soups, prepared foods and other food products. As of July 27, 2015, Tim Hortons had more than 4,700 system wide restaurants located in Canada, the United States and the Gulf Cooperation Council. More information about the Company is available at www.timhortons.com.

About Restaurant Brands International

Restaurant Brands International Inc. is one of the world's largest quick service restaurant companies with approximately \$23 billion in system sales and over 19,000 restaurants in nearly 100 countries and U.S. territories. Restaurant Brands International owns two of the world's most prominent and iconic quick service restaurant brands – TIM HORTONS® and BURGER KING®. These independently operated brands have been serving their respective guests, franchisees, and communities for over 50 years. To learn more about Restaurant Brands International, please visit the Company's website at www.rbi.com.

About The North West Company

The North West Company is a leading retailer of food and everyday products and services to rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and Caribbean. North West's Northern and NorthMart stores are the largest local private employer of Inuit and First Nations people in Canada, with over 3,100 employees and an annual payroll exceeding \$65 million.

For more information contact:

Derek Reimer, Director, Business Development
The North West Company
P: 204.934.1469
E: dreimer@northwest.ca