



For Immediate Release



CROSSROADS SAFE HAVEN CAMPAIGN

Something to Smile About

Tim Hortons Annual Smile Cookie fundraiser raises \$13,893 for YWCA Crossroads Safe Haven Campaign

PETERBOROUGH, ON. (October 22, 2010) – Community support never tasted so good! Tim Hortons annual Smile Cookie fundraiser was a sweet success, raising a record \$13,893 in Peterborough, Lakefield, and Bridgenorth for YWCA Crossroads Safe Haven Campaign. Representatives from the YWCA of Peterborough, Victoria and Haliburton will join Tim Hortons Restaurant Managers at 11:30 am on Wednesday, October 27th for a cheque presentation of the funds.

“We would like to extend a sincere thank you to everyone who helped to make this year’s campaign such an overwhelming success,” said Julie Granger, Tim Hortons Regional Marketing Manager. “The hard work and excitement from Restaurant Managers and Staff has succeeded in getting customers involved in making Smile Cookie Campaign a success – it’s a joint effort and we thank everyone who contributes”.

Although executed at Tim Hortons locations across Canada, Smile Cookie Campaign is a locally driven initiative where Restaurant Owners in each community decide where to direct the funds each year. “Raising awareness for the YWCA through the Smile Cookie Campaign opens the door to more community involvement and ensures that the funds raised in the Peterborough community directly benefit local customers. I think that’s something we can all smile about!”

Proceeds from this year’s campaign will benefit the YWCA’s new Crossroads Shelter, which is set to open its doors later this fall. The YWCA Crossroads Safe Haven Campaign was created to replace two aging shelters with one new facility to ensure women and their families receive counselling and support programs delivered within the safety of the shelter. Programs and support groups will help women to build a promising and healthy future for themselves and their families.

Across the country this year, Tim Hortons Restaurant Owners and their guests have raised more than \$3 million for local charitable organizations through Smile Cookie fundraisers.

Photo Opportunity: Wednesday, October 27 at 11:30 am
Location: Peterborough Sport and Wellness Centre
775 Brealey Drive, Peterborough ON

YWCA of Peterborough, Victoria & Haliburton

For women at a critical turning point in their lives, the YWCA is there, building brighter futures free of violence and poverty. The YWCA provides leadership on issues affecting women and their families, and creates positive change so that all women can participate to the full extent of their abilities. Even today, one in four Canadian women experience abuse, and women earn only 70 cents for every dollar earned by men. The YWCA of Peterborough, Victoria and Haliburton is working hard to find local solutions to these and other issues, and to support the women of our community in their most crucial hours of need.

Tim Hortons Inc. Overview

Tim Hortons is the fourth largest publicly-traded restaurant chain in North America based on market capitalization, and the largest in Canada. Tim Hortons appeals to a broad range of consumer tastes, with a menu that includes coffee and donuts, premium coffees, flavored cappuccinos, specialty teas, home-style soups, fresh sandwiches and fresh baked goods. As of April 4th, 2010, Tim Hortons had 3,596 systemwide restaurants, including 3,029 in Canada and 567 in the United States. More information about the Company is available at www.timhortons-invest.com

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For more information, please contact:

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