



## **TIM HORTONS SMILE COOKIE CAMPAIGN RAISES \$7.2 MILLION FOR LOCAL CHARITIES**

*Guests and Restaurant owners wrap up annual fundraiser in support of local charities across Canada*

**OAKVILLE, ON, October 6, 2016** – Tim Hortons is spreading brighter smiles with a total of \$7.2 million raised in this year's Smile Cookie campaign. During the week-long initiative, Guests who purchased a freshly baked chocolate chunk Smile Cookie for \$1 had the full amount donated by the Tim Hortons Restaurant Owner to support more than 460 local charities, hospitals and community programs across the country.

For the first time, Tim Hortons gave Guests two new opportunities to show their support. A Smile Cookie car decal was available for purchase at the same cost as the traditional Smile Cookie, and socially savvy Guests could share their Smile Cookie Selfies using a special Snapchat Geofilter available in Canadian restaurants.

The Smile Cookie campaign began in 1996 as a way 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. As a result of the continued generosity of Guests and Restaurant Owners, the campaign provides much needed support to charities and community programs from coast to coast.

Visit [www.timhortons.com/smilecookie](http://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](http://www.Facebook.com/timhortons), Twitter [@TimHortons](https://twitter.com/TimHortons) and Instagram [@TimHortons](https://www.instagram.com/TimHortons).

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### **About TIM HORTONS®**

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 June 30, 2016, TIM HORTONS® had more than 4,400 system wide restaurants located in Canada, the United States and the Middle East. More information about the Company is available at [www.timhortons.com](http://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 approximately 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](http://www.rbi.com).

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