



FOR IMMEDIATE RELEASE
Friday, September 16, 2022

Eat Cookies in Support of Youth Mental Health & Autism Services

[Windsor, ON]— Tim Hortons recently announced that **Smile Cookie week** will take place from **September 19-25**. The iconic chocolate chunk cookies topped with pink and blue icing drawing out a smile will be available at every participating Tim Hortons restaurant across the country. The best part? **100% of proceeds from these special cookies will be donated to local charities in which the restaurants operate.**

This year, we're very excited to announce that the Youth Wellness Hub - Windsor-Essex and Autism Services Inc. have been selected as recipients for Windsor-Essex Tim Hortons locations.

The Youth Wellness Hub opened its doors in March 2022 at a temporary location at Maryvale. Funds raised will support the establishment of a permanent location and programming. Youth Wellness Hubs provide a "one-stop" shop with mental health and addiction supports along with primary care, housing and employment supports and recreational and educational programming.

"Since opening our doors six months ago, hundreds of youth in Windsor-Essex have visited the Youth Wellness Hub for mental health services. We are thrilled to have been selected as a Tim Hortons Smile Cookie charity for 2022. Every cookie purchased raises funds that stay local and will help us establish our permanent site and ongoing programming to support youth and families," says Michelle Rocheleau, Operations Manager, Youth Wellness Hub, Windsor-Essex.

"This is an incredible opportunity, and all of us at Autism Services Inc. are so grateful to the Windsor-Essex Tim Hortons Restaurant Owners for once again selecting the Bruce Awad Summer Program as a partner charity. The funds raised will help provide a specialized, individually supported, and activity rich summer program for children and youth with autism spectrum disorders while providing their families with much needed respite. Families attending the program have expressed how confident they feel knowing their children with unique needs are safe, engaging in activities, and enjoying their summer." said Cheryl Huczel, Executive Director.

A Media Launch for Smile Cookie is scheduled for Monday, September 19, 2022.

- WHAT:** Tim Hortons Smile Cookie Media Launch – Cookie Decorating Contest
- WHERE:** Tim Hortons location at 6605 Tecumseh Rd. East (next to Red Lobster)
- WHEN:** September 19, 10 a.m.

WHO: Dr. Sonja Grbevski, CEO, CMHA-WECB
Autism Services Representatives
Youth Wellness Hub Representatives
Mike Kakuk, AM800
And some special surprises!

The first Smile Cookie campaign was launched in 1996, originally raising funds for Hamilton Children's Hospital. Since then, the annual charitable campaign has raised a total of more than \$77 million for charities and organizations selected every year by Tim Hortons restaurant owners. Recipients include local hospitals, community care organizations, food banks and schools.

“At Tims, we’re incredibly proud of our annual Smile Cookie initiative that directly impacts each and every community in which we operate”, says Axel Schwan, President of Tim Hortons. “With the support of guests, restaurant owners, team members and volunteers across the country, we look forward to directly supporting hundreds of organizations in communities across the country.”

Pre-orders are available and encouraged for large orders. Take this opportunity to treat your colleagues, students, neighbours and friends to a Smile Cookie.

Every Smile Cookie is as unique as the people, charities and communities they help.

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For more information contact:

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About Youth Wellness Hub, Windsor-Essex

The Youth Wellness Hub Windsor-Essex offers services to youth ages 12 to 25 without a wait list or referral. This one-stop-shop model of care allows for a multitude of services all under one roof in a youth friendly space.

Youth Wellness Hubs Ontario (YWHO) is an initiative that aims to bring the right services to youth (and their families) at the right time and in the right place.

www.youthhubqug.com

About Autism Services Inc.

Our mission is to provide individuals with Autism Spectrum Disorder (ASD) with a specialized program to enable them to reach their potential while providing family support, and to share information and resources with the Windsor Essex Community.