

**MEDIA ADVISORY**

**September 2, 2021**

**Smile Cookie for Cornerstone 2021 Kick Off**

**WHAT** - On Wednesday, September 8<sup>th</sup>, 2021 at 1:00 p.m., Cornerstone Executive Director, Nancy Johnston, will join Cobourg and Colborne Tim Horton location owners Jennifer McCall, and Jeri Horton Joyce at the William Street location to launch the 2021 Smile Cookie Campaign.

As the 2021 recipient for the Cobourg and Colborne stores, Cornerstone will receive 100% of the proceeds of Smile Cookie sales. Fund raised through this campaign will support the refurbishment of the dining and food service areas in Cornerstone's residential shelter. These updates will have a great impact on the shelter experience for local women and children affected by family violence.

Jennifer McCall and Jerri Horton Joyce, owners of the local Time Horton Franchise stores benefiting Cornerstone will attend the launch and will formally launch the campaign.

Nancy Johnston, Executive Director of Cornerstone, will be talking about the impact this campaign will have on Cornerstone, the work they do, and the client experience.

**WHO** – Jennifer McCall, Owner William Street, and Elgin Street at Canadian Tire, Jeri Horton Joyce, Owner Division Street, Division Street Ultramar, Colborne, and Nancy Johnston, Cornerstone Executive Director,

**WHEN** – Wednesday, September 8<sup>th</sup>, 2021 | 1:00 PM

**WHERE** – William Street Tim Hortons | 749 William St, Cobourg, ON K9A 3A7

**PHOTO & INTERVIEW OPPORTUNITIES AVAILABLE**

**For more information, please contact:**

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