



**MEDIA RELEASE**  
September 17, 2020

## **Give a Smile. Get a Smile.**

(Windsor, Ontario)

Port Windsor has purchased 100 dozen Tim Hortons Smile Cookies to bring smiles to the 846 essential port workers who have persevered over the summer to ensure the goods critical to our local economy continue to flow. All proceeds from the purchase of the cookies will support the vital programmes of the John McGivney Children's Centre and W.E. Care for Kids.

***"We are proud of the men and women in our 14 terminals who have continued to work throughout this pandemic. It is a pleasure to bring a smile to their places of work as a small token of recognition and appreciation for their commitment. I know they share our admiration for the wonderful services provided everyday by the John McGivney Children's Centre, and W.E. Care for Kids. We are pleased to know that our smiles will bring financial support to their efforts."***

*Steve Salmons, President and CEO, Windsor Port Authority*

***"Together with our friends from W.E. Care for Kids, JMCC is delighted to be one of the charity partners for Tim Hortons Smile Cookie Week 2020 in Windsor-Essex. We are so grateful to the Windsor Port Authority for their enthusiastic support of this campaign. By sharing smiles with their staff, they are working with us toward a future of participation, acceptance and opportunities for children and youth with special needs and their families. The funds raised this Smile Cookie week will support our therapeutic recreation program."***

*Jessica Sartori, CEO, JMCC*

Canada<sup>1</sup>



***“We are thrilled to have been selected along with JMCC as the recipient charities for this year’s Smile Cookie Campaign. It is such an honour to be able to participate in such an iconic national fundraising campaign. We would like to thank Windsor Port Authority, for their generous support of this initiative and helping to put smiles on the faces of children in our community. The funds raised from this year’s Smile Cookie Campaign will go towards the purchase of a NICU Transport Incubator for Windsor Regional Hospital.”***

*Mike Brain, Board President, W.E. Care for Kids*

### **Background: Port Windsor**

Ontario’s third largest port, each year the Port Authority receives more than 600 ships, delivering more than 5 million tonnes of aggregate, salt, steel and grain to Windsor-Essex, and ports across the Great Lakes, and into Europe. It also hosts Ontario’s largest ship fueling depot.

The Windsor Port Authority is a federal Corporation under the Marine Act (1999) as one of just 18 national ports established to promote the growth, competitiveness and prosperity of Canada’s economy.

Each year, Port Windsor donates 3% of its revenues to charitable and community needs. In 2020, the Authority will donate in excess of \$40,000 locally.

### **Background: John McGivney Children’s Centre**

JMCC provides rehabilitation and support services to children and youth living in Windsor-Essex and their families. As the only publicly funded source of specialized paediatric rehabilitation expertise in the region, we support close to 3,000 children/youth annually with physical, neurological and developmental needs. In addition to providing the core rehabilitation services of physiotherapy, occupational therapy and speech/language therapy, JMCC provides social work, behavioural consultation and therapeutic recreation services to families and offers a wide range of specialty clinics onsite. Depending on need, services are offered in Centre, in community schools, in our JMCC School, in the home and at childcare centres.

### **Background: W.E. Care for Kids**

W.E. Care for Kids is the local leader in fundraising for children’s health and wellness, driven by volunteers and supported by the community. We are dedicated to enhancing the health and wellness of children in Windsor and Essex County by inspiring community giving. W.E. Care for Kids is a non-profit organization dedicated to raising funds for local paediatric programs at Windsor Regional Hospital, Met and Ouellette Campuses, Shores of Erie Healthcare, John McGivney Children’s Centre, Windsor Essex Therapeutic Riding Association, Learning Disabilities Association of Windsor Essex as well as the W.E. Care for Kids House. W.E Care for Kids raises funds through Foundation run events and initiatives, third-party events, as well as personal and corporate donations and sponsorships.

## Background: Tim Hortons Smile Cookie

During the week of September 14th-20th, more than 4300 participating Tim Hortons stores across Canada will support community charities through the sale of the Smile Cookie for \$1 each. 100% of local sales will go to support the services John McGivney Children's Centre and W.E. Care for Kids in Windsor-Essex.

For further information please contact:

### **Steve Salmons**

President and CEO  
Windsor Port Authority  
226-345-6703  
[ssalmons@portwindsor.ca](mailto:ssalmons@portwindsor.ca)

### **Danielle Friest**

Communications and Community Affairs  
John McGivney Children's Centre  
519-977-221  
[danielle.friest@jmccentre.ca](mailto:danielle.friest@jmccentre.ca)



### **Viki Grado**

Foundation Assistant  
W.E. Care for Kids  
226-759-2036  
[viki.grado@wrh.on.ca](mailto:viki.grado@wrh.on.ca)

