



Dairy Queen invites the community to help make miracles happen on August 11

Children's Hospital, London Health Sciences Centre to benefit from proceeds of all
Blizzard® Treat sales on Miracle Treat Day

LONDON, ONT – On August 11, fans in our community are encouraged to visit Dairy Queen to mark the 14th annual Miracle Treat Day. On that day, proceeds from every Blizzard Treat sold in Southwestern Ontario and parts of Northern Ontario will be donated to Children's Health Foundation to benefit Children's Hospital, one of 14 children's hospitals across Canada supported by Children's Miracle Network (CMN).

The funds raised on Miracle Treat Day will help provide critical treatments and health care services, paediatric medical equipment and charitable care at Children's Hospital for kids like Zoe Puddy. Born three months early by emergency C-section, she relied on the life-saving care and equipment at Children's Hospital to grow big and strong. Today, Zoe is a happy, healthy five-year-old girl who loves singing, dancing and enjoying M&M Blizzards thanks to the care she received as an infant. Zoe is asking everyone to visit Dairy Queen on Miracle Treat Day to help other kids just like her!

Buying a sweet treat on Miracle Treat Day means expert health care for thousands of kids in our region. Serving a population of 2.3 million, with over 400,000 children, Children's Hospital provides inpatient and outpatient services to children in Southwestern Ontario and parts of Northern Ontario from birth through to age 18. Community support ensures kids and their families have state-of-the-art technology, specialized equipment and life-enhancing programs and services to enhance their health care journeys.

"Last year we saw generous community support at our local Dairy Queen locations – with long lines, big smiles and many delicious Blizzards. We are excited to see how our community embraces Miracle Treat Day again this year," said Susan Crowley, President and CEO, Children's Health Foundation. "Thank you to Dairy Queen, its franchise operators, employees and customers for your generous support on Miracle Treat Day year after year."

Since the partnership between Dairy Queen and Children's Miracle Network began in 1984, Dairy Queen has become a top contributor with \$115 million raised to-date in support of sick and injured children across North America.

Customers can visit their local Dairy Queen on Miracle Treat Day – August 11 – and purchase any size Blizzard or make a donation at the till to help make miracles happen for our region's kids. Children's Health Foundation thanks community members for supporting this special day. For more information about Miracle Treat Day, visit MiracleTreatDay.ca.

About Dairy Queen Canada

Dairy Queen Canada Inc. (DQC) is a wholly owned entity of International Dairy Queen, Inc. DQC is part of the Berkshire Hathaway family of companies led by Warren Buffet, the legendary investor and CEO of Berkshire Hathaway. In Canada, DQC develops, licenses and services a system of more than 615 Dairy Queen® locations, most of which offer Orange Julius® beverages, in addition to over 40 Orange Julius® stores. Dairy Queen locations feature signature products such as Blizzard® Treats, DQ® Cakes, Orange Julius® Premium Fruit Smoothies and Julius® Originals, along with soft serve, blended beverages, burgers, chicken and the latest product addition DQ Bakes! hot desserts, sandwiches and snack melts.

About Children's Miracle Network

Children's Miracle Network® raises funds for 170 children's hospitals, 14 of which are in Canada. These hospitals, in turn, use the money where it's needed the most. When a donation is given, it stays in the community, ensuring that every dollar is helping local kids. Established in 1983, Children's Miracle Network raises funds to support critical research, education, purchase life-saving equipment, and ensure excellence in care, all in support of our mission to save and improve the lives of as many children as possible. Learn more at ChildrensMiracleNetwork.ca.

About Children's Health Foundation

Children's Health Foundation is dedicated to raising and granting funds to support Children's Hospital at London Health Sciences Centre, Thames Valley Children's Centre and Children's Health Research Institute. Since 1922, funds raised have helped deliver exceptional care and support for children and their families by providing specialized paediatric care, equipment, education programs, therapy, rehabilitation services and research.

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