



***Dairy Queen*® invites the community to help make miracles happen on August 13**

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

LONDON, ONT – On August 13, Dairy Queen® locations will be serving up miracles to mark the 13th annual Miracle Treat Day. On that day, proceeds from every Blizzard Treat sold in Southwestern and parts of Northern Ontario will be donated to Children's Hospital, London Health Sciences Centre, one of 14 children's hospitals across Canada supported by Children's Miracle Network (CMN). Fans are encouraged to visit their local Dairy Queen to help save and improve the lives of children treated at CMN member hospitals across North America.

"We are so thankful to the Dairy Queen locations across our region who proudly support Children's Hospital through Miracle Treat Day," said Susan Crowley, President and CEO, Children's Health Foundation. "With this annual fundraiser, we're making miracles happen for our region's kids."

"Every day, more than 4,900 children visit a Children's Miracle Network member hospital for treatment and they need help from local communities!" said John Hartman, Chief Operating Officer, Canada, Children's Miracle Network. "On August 13, we encourage the community to treat themselves to a Blizzard at their closest DQ and help make the 13th annual Miracle Treat Day one to remember."

Since the partnership between Dairy Queen and Children's Miracle Network began in 1984, Dairy Queen has become a top contributor with \$100 million raised to-date in support of sick and injured children across North America. For more information about Miracle Treat Day and to set-up a reminder notification for your calendar, visit MiracleTreatDay.ca.

For more information about the Dairy Queen® system, visit DairyQueen.ca, become a fan on Facebook at Facebook.com/DairyQueenCanada, or follow us on Twitter at Twitter.com/DQcanada.

About Children's Hospital

Children's Hospital at London Health Sciences Centre is a world-class hospital with the latest technology and the best specialists, scientists and health professionals in Canada. Serving a population of 1.5 million, with over 400,000 children, the hospital provides specialized paediatric inpatient and outpatient services to children in Southwestern Ontario and parts of Northern Ontario from birth through to age 18. Health care professionals, parents and families from all over the region count on the specialized expertise and care offered at Children's Hospital.

About Dairy Queen Canada

Dairy Queen® Canada is a wholly owned division of International *Dairy Queen* (IDQ), a system comprising of more than 6,500 *Dairy Queen*® stores in Canada, the United States, and 26 other countries worldwide. IDQ is part of the Berkshire Hathaway family, a company owned by Warren Buffett, legendary investor and CEO. *Dairy Queen*® Canada operates a system of more than 590 *Dairy Queen*® locations featuring signature products such as Blizzard® Treats, DQ® Cakes, Premium Fruit Smoothies and Julius® Originals, and serving other popular treats, great tasting burgers, chicken sandwiches, wraps and Chicken Strips, and various snack items.

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.

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For more information about Children's Hospital or Miracle Treat Day, please contact:

Rebecca Milec

Communications Associate

Children's Health Foundation

519-432-8062 x129

rmilec@childhealth.ca