

Milk & Cookies

MONTH

IN SUPPORT OF

VS
SickKids

A GROUNDSWELL OF SUPPORT: FOR YOU & FOR SICKKIDS.

Being part of Milk & Cookies tells everyone you're part of a groundswell of support for SickKids. We're here to help you show it: we support you with in-store materials and lots of social media promotion. The good feeling you get being part of something that spreads so much joy in the community? That's big. Seeing Milk & Cookies for SickKids material everywhere will make it feel even bigger.

THE IMPACT WE MAKE TOGETHER

2019 saw an impressive roster of restaurants, retailers, and delivery services come together. Big, small, or in-between – everyone wanted to be a part of Milk & Cookies. That's because our shared goal is one in which every partner in every location can believe in: building a new, even safer SickKids. You're doing more with your treats than making the holidays sweeter for patients at SickKids. You're creating the future of children's health today – both here in the GTA, and around the world. That's the impact we make together.

EVERYONE WAS TALKING. AND MUNCHING.

Last year, social media was buzzing about Milk & Cookies. Dozens of influencers worked overtime, telling followers where to go to get a Milk & Cookies treat. Over 80 stories on Instagram promoted the program. We even had influencers reaching out to us, asking to be part of the program! PR coverage was a treat, too. 51 pieces of coverage (including media heavyweights like the Toronto Sun and CP24) added up to 7,003,465 Impressions. And the sweet Milk & Cookies in support of SickKids .gif animations supporters could post to Instagram hit a huge number of screens. Total views added up to 131,762. This year, we're all looking for good news. You can be part of it..

