

DQ's Miracle Treat Day: cool off for a good cause

It's that time of year again, when the summer heat gets a blast of cool from Dairy Queen's Miracle Treat Day. The fundraiser, which is going into its 12th year, will be held next Thursday, August 14, to raise money nationally for the Children's Miracle Network, and Sick Kids Hospital.

"We want to raise as much money to give to them as possible," said Mike Kirk, manager of Orangeville's Dairy Queen on Riddell Road. "Sick Kids Hospital does such a great job, they do such a great thing for children and families. Everybody has either been affected by or knows somebody who has been treated at Sick Kids, so this touches all of us."

While Dairy Queens across Canada donate one dollar from each Blizzard sale for the day to the cause, our Orangeville store takes a different approach, and provides the entire revenue from each Blizzard sold to Sick Kids.

"We use that as an added donation from the store," said Mr. Kirk. "We feel it's such an important cause, and that's why we like to give the entire price. Orangeville has supported us for so long, so we just want to get on board and support everyone else as well."

Since 2005, Mr. Kirk said, Dairy Queen Orangeville has been able to raise \$238,000 through their Miracle Treat Days for Sick Kids.

"It's a great way to get every Dairy Queen in Canada to help out," he said. "We love doing it and it's good to give back."

This year, local celebrities such as Orangeville Mayor Rob Adams, members of the police and fire departments and some local celebrity athletes will be making appearances throughout the day and helping to make Blizzards behind the counter.

There are also around 100 local businesses who support the franchise for Miracle Treat Day each year by pre-ordering Blizzards for the event. Some of those businesses include Rotomill, Village Chiropractic and Woolwich Dairy.

"They're all really big supporters in buying a ton of Blizzards from us," said Mr. Kirk. "We like to call it Dairy Queen Christmas. We're just going to sell some Blizzards and make it a great day."