

FOR IMMEDIATE RELEASE

Make every DQ Blizzard® count on Miracle Treat Day in support of McMaster Children's Hospital

Hamilton, ON – [Wednesday, August 5, 2026] – A sweet summer tradition is returning on Thursday, August 13 as Dairy Queen's annual [Miracle Treat Day](#) gives the community an opportunity to enjoy a Blizzard® Treat, while making a meaningful difference for local children and families.

On Miracle Treat Day, participating Dairy Queen locations across Hamilton and the surrounding area will donate net proceeds from every Blizzard® Treat sold to [McMaster Children's Hospital](#).

"Miracle Treat Day is a wonderful example of how a simple act can have a lasting impact," says Anissa Hilborn, CEO of Hamilton Health Sciences Foundation. "Every Blizzard Treat purchased helps support the exceptional care, groundbreaking research and specialized equipment that children and families rely on at McMaster Children's Hospital."

Last year, Miracle Treat Day raised over \$168,000 from 42 Dairy Queen locations in support of McMaster Children's Hospital. This year, organizers hope to inspire even more people to stop by their local participating Dairy Queen and turn a frozen treat into hope for families.

Funds raised during Miracle Treat Day fuel a broad range of initiatives at McMaster Children's Hospital, including:

- Enhanced patient care: creating more comfortable spaces and support services
- Medical research and education: driving innovation to improve outcomes for young patients
- Redevelopment programs: modernizing facilities to meet growing community needs
- Priority equipment purchases: ensuring cutting edge tools are on hand when every second counts

Community members are encouraged to visit a participating Dairy Queen on Thursday, August 13, to purchase their favourite Blizzard® Treat and help support the future of healthcare for children throughout our region.

McMaster Children's Hospital

McMaster Children's Hospital, as part of Hamilton Health Sciences Foundation, provides vital funding to enable the best possible patient care at McMaster Children's Hospital, including Ron Joyce Children's Health Centre and McMaster University Medical Centre. The Foundation inspires and motivates gifts that fund medical equipment and patient amenities, innovative research initiatives, essential redevelopment of clinical care spaces, and the education and training of health care providers.

McMaster Children's Hospital is the second largest provider of inpatient pediatric services in Ontario. The Hospital is home to Canada's largest neonatal intensive care unit including supportive maternal care, the largest pediatric mental health program in Canada, and the only inpatient pediatric cancer program in south-central Ontario.

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