

**MEDIA RELEASE**  
**For Immediate Release**

## **Smilezone 24 Hour Hockey Tournament**

*"Putting Smiles on Kids Faces by Scoring Goals and Tying Laces!"*

**OAKVILLE, Ontario—March 28, 2017**—Smilezone Foundation will hit the ice again this April, at the third annual Smilezone 24 Hour Hockey Tournament.

Featuring men and women 18 years of age and older, the 24-hour hockey tournament will take place at Joshua's Creek Arena in Oakville, Ontario. Puck drop is set for Friday, Apr. 28 at 5 p.m. on the Blue Rink, presented by Scotiabank. The games will continue for a full twenty-four hours until the final buzzer sounds on Saturday, Apr. 29 at 6 p.m.

"We are extremely excited to be hosting the third annual Smilezone 24-Hour Hockey Tournament," says Smilezone Co-Founder and two-time Stanley Cup Champion, Adam Graves. "We're putting smiles on kids' faces while grinning our way through 24 straight hours of friendly hockey competition and camaraderie."

The Smilezone Tournament features ten teams of fifteen players each, playing in several games during the 24-hour period. Each team will have a popular celebrity player on their roster, including the likes of former NHL'ers Adam Graves, Rick Vaive, Brad Boyes, BJ Crombeen, Steve Staios, Nathan LaFayette and Rob Zamuner. In between games, our players, family and friends will unwind in our TSN Players Village over on the Red Rink. The TSN Players Village will feature delicious food, an NHL playoff hockey viewing station, basketball, massage therapy, ping pong, video games, and several other opportunities to relax and socialize.

The Smilezone 24 Hour Hockey Tournament will provide incredible prize packages to this year's top fundraisers, including a private box at a Toronto Raptors Game and an NHL Memorabilia Package that includes a Mario Lemieux #66 signed jersey. All guests will also have the chance to win fabulous prizes throughout the weekend.

On Friday, Apr. 29, the Tournament will host its first-ever Kick Off Party at 7 p.m. Join Smilezone Foundation for the Celebrity Hockey Game from 7-7:45p.m., followed by the Opening Ceremonies in the TSN Players Village. Local band "That's What She Said" will energize the evening with live music from 8 p.m. until midnight. There will be food, entertainment, games, prizes, kids' activities, silent auction and more – open to the community free of charge. Be sure to visit [www.24hourhockey.com](http://www.24hourhockey.com) for exciting updates, news, photos, and more!

When the final buzzer sounds on Saturday afternoon, the total fundraising efforts by everyone involved in the Smilezone 24 Hour Hockey Tournament means that much-needed Smilezone transformations will continue to open in hospitals and health care facilities across the province, bringing smiles to thousands of children and families during their hospital visits.

### **About Smilezone Foundation:**

Smilezone Foundation is a registered charity committed to putting smiles on kids' faces. Founded in 2012, the Smilezone mission is to create, build and transform areas ("Zones") in hospitals and other healthcare facilities to improve the lives of children and youth facing illness, disabilities, and physical or emotional obstacles—ultimately putting smiles on their faces. As of 2017, Smilezone Foundation has transformed over 100 Zones in more than 20 communities across Ontario. Learn more about our upcoming installations at [www.smilezone.com](http://www.smilezone.com)

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**Public Relations, Communications, and Media Support for  
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## ENTERPRISE

Look Inside



## Who We Are

Enterprise is a leading strategic communications, public affairs, and public relations firm with a long history of success. A privately owned Canadian company founded in 1986, our firm is headquartered in Toronto with offices in Ottawa, Niagara and Six Nations. Our team of consultants and support staff brings together expertise and decades of combined experience in government, politics, journalism, and business to deliver a full and integrated range of services.

## Look Inside

We look inside... we look below the surface to identify the hidden barriers preventing you from reaching your goals. These barriers are not always rational—they're emotional. We dig deep to find the emotional drivers that will allow you to overcome those hidden barriers and that are the key to success.

## Our Approach

Our hallmark is meticulous care, not just in identifying and implementing the various components of a project, but in thinking through the entire initiative, anticipating and planning for contingencies, and determining the best ways to ensure that your goals and objectives are achieved.

## We Are Insiders

Our team comes from the inside—from associations, media, business and government—bringing together a unique blend of experience and expertise that allows us to identify what drives your stakeholders and audiences. We stay on the inside—keeping current, evolving, and always in contact with decision-makers, influencers and innovators.

# ENTERPRISE



# Overview of Smilezone Foundation

**Smilezone Foundation** is a registered charity committed to “putting smiles on kids’ faces.” Founded by Scott Bachly and Adam Graves in 2012, the Foundation established the overarching mission of assisting children, adolescents, and families who are facing health challenges. More specifically, the Smilezone Mission Statement is to:

***“Create, build and transform areas (Zones) in hospitals, private treatment and development centres, and children’s clinics, in order to improve the lives of children facing illness, disabilities, and physical and emotional obstacles—ultimately putting a smile on their faces.”***

## **Accompanying the Foundation’s mission are the following objectives:**

- Create Zones for children that offer a reprieve from long, difficult days in a hospital or treatment center – a bright and safe place where kids can just be kids!
- Create Zones that siblings, parents and other family members can enjoy with their loved ones
- Create Zones that offer inclusive and interactive opportunities for children of all abilities
- Create Zones that are fully customized to the specific needs of each facility and their community

## **The Smilezone Process:**

Zones can be constructed in existing waiting rooms, patient care spaces, chemotherapy and treatment rooms, or original Zones created for a specific facility. These transformations include supervised and/or unsupervised areas based on the children’s needs and ages, with a guarantee that every child and family member will leave with a smile. Zone transformations take place entirely over one weekend, from set-up to clean up!

Every Smilezone is created entirely at the expense of the Foundation, each customized to ensure smile satisfaction. The Smilezone Development Committee coordinates and evaluates target zones and projects in partnership with hospital and organization officials, in order to best meet the needs of clients and the community.



## **Smilezone in Local Communities:**

As of 2017, Smilezone Foundation has transformed over 100 Zones in more than 20 communities across Ontario! Hundreds of thousands of children and families access our Zones on an annual basis, bringing smiles to their faces every time they walk through the door.

**Learn more about our completed Zones and upcoming installations at**  
[www.smilezone.com](http://www.smilezone.com)



# Smilezone FAQs

## **What is Smilezone Foundation?**

Smilezone Foundation is a registered charity committed to putting smiles on kids' faces. The Foundation's mission is to create, build and transform areas in hospitals, private treatment and development centres, and children's clinics in order to improve the lives of children facing illness, disabilities, and physical and emotional obstacles.

## **How Did Smilezone Foundation Get Started?**

The idea of Smilezone started when Adam Graves and Scott Bachly were approached to make a financial contribution to the construction of a local hospital. The request made Adam and Scott realize they wanted to make a difference, not only in their community, but in communities across the country. As fathers themselves, they wanted to give children facing illness or disabilities a place to experience a true break from their day-to-day challenges; quite simply, a place that would put a smile on a child's face! This determination led to the creation of the Smilezone Foundation, established in 2012 in Oakville, ON.

## **What is a Smilezone?**

A Smilezone (or "Zone") provides a safe, warm and accessible space in a healthcare facility for children and families to enjoy together. Zones can be constructed in existing waiting rooms, chemotherapy and treatment rooms, and custom patient care spaces created for a specific facility. These transformations include supervised and unsupervised areas that are fully customized based on the needs of children and families that use the space on a regular basis. We offer inclusive and interactive opportunities to children of all abilities by uniquely incorporating accessible technology and sensory features in our Zones. Zone features may also include fresh paint, bright murals, custom cabinetry, entertainment units, and more.

## **Who Does Smilezone Foundation Help?**

A Smilezone provides a warm, safe and accessible space for children receiving treatment in healthcare settings, as well as the siblings and family members supporting their loved ones throughout their journey.

## **Who is Involved With Smilezone Foundation?**

Smilezone Foundation is governed by a volunteer Board of Directors, which consists of ten dedicated professionals who strongly believe in the mission and vision of the Foundation. Their tireless efforts and committed passion play a vital role in the success of Smilezone. Smilezone has two full-time employees and one part-time employee who are responsible for the development, operations and administration of the Foundation. Finally, Smilezone is supported by a group of committed and enthusiastic volunteers that assist in the office, with special events and fundraising, and on various sub-committees.

## **What is the Smilezone Process?**

Each Smilezone is fully customized to ensure smile satisfaction. A collaborative and client-centred approach to each Zone design is our top priority. The Smilezone Team will coordinate, design, and evaluate target Zones in partnership with each organization's interprofessional staff team, in order to best identify the needs of clients and the community. After months of planning, Zone transformations take place entirely over one weekend, from set-up to clean up – children, families and staff are blown away by the incredible changes they see when they walk in Monday morning!

## **How Much Does It Cost to Build a Zone?**

Smilezone Foundation truly believes that you cannot put a price on a smile! Zones are designed to fit the unique needs of each partner facility and its clients, which means that costs will vary from build-to-build depending on the scope of work required. Smilezone works diligently with our facility partners to set a budget that will allow every child who visits the Smilezone an opportunity to smile!

## **Where Does Smilezone Receive Funding From?**

Smilezone relies on the generous financial support of individual donors, partner organizations, and corporations. The Foundation also raises funds by hosting special events throughout the year, including our Annual Celebrity Golf Tournament and 24-Hour Hockey Tournament.

## **Where Can I Find a Smilezone in my Community?**

As of 2017, Smilezone Foundation has transformed over 100 Zones in over 20 communities across Ontario! Thousands of children and families access our Zones on a daily basis, bringing smiles to their faces every time they walk through the door. A full list of our completed Zones and upcoming installations can be found on our website, at [www.smilezone.com](http://www.smilezone.com)

## **How Can I Donate to Smilezone?**

Smilezone Foundation is a registered charity (#825656507RR0001). General donations can be processed through the Smilezone website at [www.smilezone.com](http://www.smilezone.com) - Visa, MasterCard and American Express are all accepted methods of payment, and tax receipts will be issued within 48 hours. Cheques can also be mailed directly to the Smilezone office, at 557 Chartwell Road, Oakville, Ontario, L6J 4A8.

## **I Have an Idea for a Zone! Who Can I Contact?**

That's fantastic, we love to hear ideas for potential Smilezones! Please contact us at [info@smilezone.com](mailto:info@smilezone.com) or (905) 951-2978 with your suggestion ☺

**EVERY CHILD DESERVES TO smile** 

[www.smilezone.com](http://www.smilezone.com)




**EVERY CHILD  
DESERVES TO smile**

## **WHAT WE DO + WHO WE HELP**

Smilezone Foundation transforms areas (“Zones”) in health care settings to improve the lives of children facing illness, disabilities, and physical or emotional obstacles. Zones can be transformed in existing waiting rooms, treatment rooms, or custom patient care spaces. Our Zones provide interactive and inclusive possibilities to all children, sharing with them the universal sign of happiness... a smile!

Smilezone is committed to putting smiles on kids’ faces. A Zone provides a warm, safe and accessible space for children, youth, and their families who are facing health challenges – simply, a place to enjoy just being a kid!

 @smilezone4kids   /smilezonefoundation **smilezone.com**





# STYLES MANUAL

Revision 1.0 | April 2016

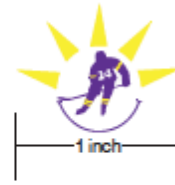
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## THE LOGO

This logo is the core of our corporate identity. The complete logo should be used and reproduced in the corporate colours or in black and white as described in this manual. The symbol and name should only be reproduced externally using original files supplied by Smilezone. The logo should never be reproduced smaller than 1 inch in width, as illustrated above.

Where format variations are required due to positioning restrictions, contact Smilezone for clarification. Any use of the Smilezone logo should be reviewed and approved by a representative of Smilezone Foundation.



Do not reposition the icon



Do not change the colour

## SPECIAL EVENT LOGO IN COLOUR

The complete logo should be used and reproduced in the corporate colours or in black and white as described in this manual. The symbol should only be reproduced externally using original files supplied by Smilezone. The logo should never be reproduced smaller than 1 inch in width, as illustrated above.

The logo should wherever possible be reproduced in CMYK printing process. The CMYK breakdowns above must be followed to maintain a corporate colour consistency.

Where CMYK printing process is not available, PMS colour specifications have been provided. Printers and other associated suppliers will be familiar with these colour specifications. These colours are an important part of the overall corporate identity. No other colours other than those described in this manual are to be used in reproductions of the Hockey Helping Kids logo.

The Hockey Helping Kids logo is for use on all items designed to come into contact with the public. The logo should only be reproduced using an original electronic file provided by Smilezone.

## BRAND STANDARDS

Smilezone

Can **NOT** be used as SmileZone or Smile Zone.

“the” Smilezone Foundation

When referring to “the Smilezone Foundation” within a sentence, “the” would not be capitalized.

the Foundation

When referencing Smilezone Foundation, “Foundation” should be capitalized.

Zones

When referring to a Smilezone in an abbreviated form, the word “Zone” should be capitalized.

**USE OF IMAGES/  
TRADEMARKS/LOGOS  
AND OTHER ARTWORK ON  
SOCIAL MEDIA SITES**

Logos, artwork and photographs of Smilezone staff, clients, or special events are the property of the Smilezone Foundation, and may not be used on any social media outlets without the express permission of the owner.

The use of photographs, especially of children are subject to the laws of Canada's Digital Privacy Act, 2014 which states that persons or organizations wishing to use any photographs of children are required to contact the owner of the images in clear and simple language regarding the purpose for the use of the photograph and the intended target audience.