

DRAFT

PHOTO OPPORTUNITY / MEDIA ADVISORY

Celebrity's tee off at Smilezone Foundation's Sixth Annual Celebrity Golf Tournament on July 16 at RattleSnake Point

TORONTO, ON (Date) — On **Monday, July 16, 2018**, celebrities will gather to put smiles on the faces of sick children at the Smilezone Foundation's Sixth Annual Celebrity Golf Tournament—where 68 foursomes will each be accompanied by a celebrity as they tee off to raise money and awareness for Smilezone's great cause.

The Foundation, co-founded by former NHL player **Adam Graves**, transforms hospital rooms and children's clinics into kid-friendly spaces, helping children with illnesses or disabilities feel comfortable during their treatments. To date, the Foundation has completed 170 successful Smilezones, including recent transformations at Thunder Bay Regional Health Sciences Centre, Toronto's Holland Bloorview Kids Rehabilitation Hospital, and Ottawa Children's Treatment Centre.

The long list of sports personalities and athletes joining the 2018 tournament include:

- **Renowned Canadian Sports Broadcaster Brian Williams**, who will receive the **2018 Smilezone Ambassador Award**
- Hockey Night in Canada Host **Ron MacLean** will act as Master of Ceremonies
- Hockey Hall of Fame inductee **Eric Lindros**
- Two-time Stanley Cup Champion **Adam Graves**
- Celebrated former Toronto Maple Leafs Captain **Rick Vaive**
- **Sean Monahan** of the Calgary Flames
- **Matt Martin** of the Toronto Maple Leafs
- **Ryan O'Reilly** of the Buffalo Sabres
- **Nick Foligno** of the Columbus Blue Jackets
- **Marcus Foligno** of the Minnesota Wild
- **Casey Cizikas** of the New York Islanders
- **Josh Bailey** of the New York Islanders
- **Ryan Strome** of the Edmonton Oilers
- **Cal Clutterbuck** of the New York Islanders

WHAT: Smilezone Foundation Sixth Annual Celebrity Golf Tournament

WHEN: Monday, July 16, 2018
8:30-9:45 AM: Registration
10:00 AM: Tee Off
4:00-5:00 PM: Cocktail Reception
5:00 PM: Dinner, Ambassador Awards, and Live Auction

WHERE: RattleSnake Point Golf Club
5407 Regional Road 25

DRAFT

Milton, ON
L9T 2X5

OPPORTUNITY: Celebrities, organizers, and Smilezone personnel will be available for interviews during the registration period, which takes place between 8:30 and 9:45 am.

Please RSVP to Courtney DeCaire at cdecaire@enterprisecanada.com to confirm your timeslot.

Important Links:

[FULL CELEBRITY GUEST LIST](#)

[OFFICIAL SMILEZONE CELEBRITY GOLF TOURNAMENT WEBSITE](#)

[OFFICIAL SMILEZONE FOUNDATION WEBSITE](#)

[RATTLESNAKE POINT WEBSITE](#)

About Smilezone Foundation

Smilezone Foundation is a registered charity committed to putting smiles on kids' faces. Founded in 2012, the Foundation's mission is to transform areas (known as "Smilezones") in hospitals and other health care centres to improve the lives of children and youth facing illness, disabilities, and physical or emotional obstacles—ultimately putting smiles on their faces! As of 2018, Smilezone Foundation has transformed over 170 Smilezones in more than 30 communities across Ontario. Learn more about our upcoming installations at www.smilezone.com

For more information, please contact:

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6TH ANNUAL
**CELEBRITY GOLF
TOURNAMENT**
JULY 16TH 2018



smilezone™

RATTLESNAKE
POINT GOLF CLUB

Please join us for the
**6th Annual Smilezone Foundation
Celebrity Golf Tournament**

Smilezone Foundation will be hosting our Celebrity Golf Tournament on **Monday July 16th 2018** at RattleSnake Point Golf Club in Milton, Ontario.

REGISTER TODAY!

smilezoneGOLF.COM



ABOUT THE TOURNAMENT

All foursomes will be accompanied by a celebrity as they play the beautiful 18-hole RattleSnake course. The day will include complimentary breakfast, lunch, drinks, dinner and an exciting live and silent auction. Golfers will have the chance to interact with celebrities, including sports personalities, athletes, actors and musicians. Customized sponsorship packages are available – find more details on our website or info@smilezone.com!

WHAT WE DO + WHO WE HELP

Smilezone Foundation transforms areas (“Zones”) in hospitals, treatment centres, and other health care environments to improve the lives of kids facing illness, disabilities, and physical or emotional obstacles.

Zones can be transformed in waiting rooms, treatment rooms, playrooms, or anywhere a child is in need of a smile!

Smilezone is committed to putting smiles on kids' faces.

We recognize that kids deserve to have fun, no matter what circumstances they face. A Zone provides a bright, fun and safe space for children and their families while spending time in the hospital – simply, a place to enjoy just being a kid!

smilezone.com



@smilezone4kids



/smilezonefoundation



EVERY CHILD DESERVES TO smile

smilezone Foundation is a registered charity committed to putting **SMILES on Kids' faces!**

Smilezone Foundation transforms hospital and healthcare spaces so they are comforting and fun for kids, helping to make their days a little brighter.



Looking for a smilezone in your community?

smilezone.com

 @smilezone4kids   /smilezonefoundation

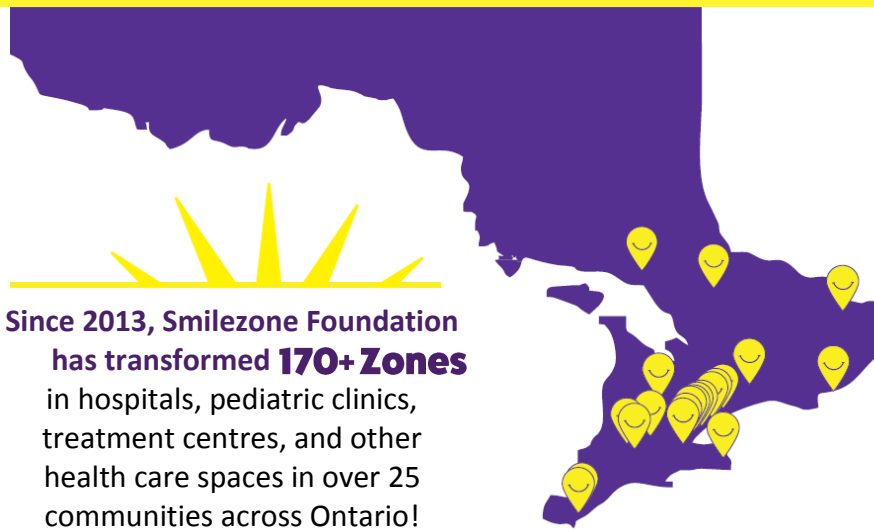


OUR STORY

Founded in 2012 by Adam Graves and Scott Bachly, the Smilezone mission is simple: To transform spaces in hospitals and health care centres to give children, siblings, and their families a reason to smile!

Smilezones can be transformed in waiting rooms, treatment rooms, playrooms, or anywhere a child may be in need of a smile while receiving treatment.

Visiting a Smilezone is something that a child can look forward to, helping to ease the anxiety of receiving treatment which can be scary and overwhelming at times. A Smilezone provides a bright, comforting, fun, and fully accessible space where kids can just be kids, no matter what circumstances they face.



Since 2013, Smilezone Foundation has transformed **170+ Zones** in hospitals, pediatric clinics, treatment centres, and other health care spaces in over 25 communities across Ontario!

Over 122,000 children & families touched



"My daughter is no stranger to hospitals. Having over a dozen surgeries, a rolodex of specialist appointments, and weekly therapies since she was born, waiting rooms are her playground. When Smilezone transformed the spaces my daughter knew, it was amazing to see the difference in her. The new spaces were fun, bright, and colourful, and gave her a space with so much more to do.

TARA Parent, Kingston General Hospital



CHILDHOOD ILLNESS



REHABILITATION



MENTAL HEALTH



ACCESSIBILITY



"My daughter looked up at the painting and smiled. She saw a character from her favourite book in a wheelchair, just like hers, on top of the world."

Parent, ErinoakKids Centre for Treatment & Development



"The Smilezone makeover is beautiful! The rooms are much more comfortable, and the colourful murals give us something positive to focus on. Our daughter's favourite part is the mermaid watching over her!"

Parent, Northeast Cancer Centre



Many of the children who visit a Smilezone have been in and out of treatment their whole lives. Having the opportunity to visit fun, kid-friendly Zones in healthcare facilities can make a world of difference to these children and their families



RON MACLEAN

[Hockey Night in Canada]
[Rogers Hometown Hockey]

"To give a kid a smile with a safe and happy space can be a pretty powerful medicine for a child and their family...Smilezone helps provide this!"



TOM COCHRANE

[Canadian Music Hall of Fame Inductee]
[Officer of the Order of Canada]

CONTACT

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info@smilezone.com

DONATE

smilezone.com
Charity #825656507RR0001



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**EVERY CHILD
DESERVES TO smile**

FIND US ONLINE!

WWW.SMILEZONE.COM

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Video: <https://vimeo.com/195686038>

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Enterprise is a proud supporter of the Smilezone Foundation in their commitment to putting smiles on children's faces.

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