



Lansdowne Children's Centre Celebrates Grand Opening of the NEW Smilezone Installation in Brantford

Brantford, ON – September 25, 2024 – Lansdowne Children's Centre is proud to announce the grand opening of its first Smilezone installation. The grand opening event on Wednesday, September 25th, 2024, celebrated the newly transformed areas in Brantford's children's treatment centre, designed to enhance the experiences of children and families receiving care.

The new Smilezone, generously donated by the Smilezone Foundation with support from long-time donor Margaret Gurney, brings vibrant murals and modernized equipment to both the centre's main entrance and children's gymnasium. These upgrades aim to improve the welcoming environment and provide a more engaging and comforting space for children and families during their visits.

"Smilezone Foundation believes every child deserves a place where they feel safe, supported, and inspired—especially during tough times," said Smilezone Foundation Co-Founder Scott Bachly. "Our mission is to create bright, joyful spaces that lift the spirits of kids and their families, helping them find comfort and hope while they receive care. We are deeply grateful to Margaret Gurney for her generous support, which has made this Smilezone possible and will have a lasting impact on the children and families at Lansdowne Children's Centre."

The Executive Director of Lansdowne Children's Centre, Rita-Marie Hadley, is thrilled with the result of the Smilezone renovation and shared the immediate impact the new look has made on staff and visitors.

"The vibrance of the new colours has injected an incredible energy into our building. From the first morning that we were welcomed by the beautiful murals in the main entrance and gymnasium, I have watched the wide eyes of the children and their families, as well as our team members, taking in the Smilezone artwork. The multi-lingual welcome sign in particular has earned a lot of attention from our visitors, representing many of the cultures and languages in our community. We are grateful for the partnership of the Smilezone Foundation and the generosity of donor Margaret Gurney. Thank you, for enhancing this special place where children come to realize their potential."

Members of the Smilezone Foundation, Lansdowne Children's Centre, and key supporters were in attendance to celebrate this important milestone. The Smilezone Foundation continues its mission to make tough days a little brighter for children undergoing treatment in hospitals and healthcare facilities across Ontario.

"The Briaura Foundation and I are incredibly proud to support the Smilezone transformation at Lansdowne Children's Centre, and it is an honour to give back to the wonderful community of Brantford and Brant County," said Smilezone donor Margaret Gurney. "I am truly pleased with the beautifully renovated spaces, which will make a meaningful difference for so many families. I am deeply grateful



to the Smilezone Foundation and the Lansdowne Children's Centre teams for their dedication and passion throughout this project."

ABOUT SMILEZONE FOUNDATION:

Smilezone Foundation is a registered charity in Oakville, Ontario committed to improving the lives of children receiving medical treatment at health facilities across Canada. In 2012 founders Adam Graves and Scott Bachly were approached to make a financial contribution to the construction of a local hospital. Through partnerships with hospitals, community centers, and other organizations, Smilezone creates accessible, fun, and therapeutic environments where children can heal and thrive. Smilezone has transformed 400 spaces into Smilezones across Canada, benefiting over 83 communities and reaching more than 340,000 children annually. For more information, visit www.smilezone.com.

ABOUT LANSDOWNE CHILDREN'S CENTRE

Lansdowne Children's Centre is a highly accredited children's treatment centre (CTC) and SmartStart Hub, connecting caregivers with resources, services & supports, for infants, children, and youth with physical, communication, and/or developmental needs. Supporting nearly 4,000 unique children and families annually, Lansdowne works with child and youth clients and their families in centres in Brantford, Simcoe, Caledonia and Dunnville, and in a variety of community settings such as homes, schools, childcares, early learning environments, and camps, as well as through virtual means using streaming video. Learn more at www.lansdownecentre.ca

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