



ST. JOSEPH'S  
GENERAL HOSPITAL  
ELLIOT LAKE



## **Tim Hortons Elliot Lake Joins Smilezone Foundation to Celebrate the Grand Opening of Three New Smilezones at St. Joseph's General Hospital Elliot Lake** *Transforming healthcare environments into places of hope and smiles.*

**Elliot Lake, ON – November 27, 2024** – St. Joseph's General Hospital Elliot Lake (SJGHLE) is excited to announce the grand opening of three newly created Smilezones in the hospital's emergency department, medical surgical pediatric room, and continuing care unit family lounge. These spaces foster a positive atmosphere that can ease fears, boost morale, and enhance the healing experience, helping children and their families feel supported during difficult times.

Generously donated with the support of local Tim Hortons restaurant owner Erin Brunelle, these vibrant and engaging Smilezone spaces were funded by over \$30,000 raised through the Tim Hortons Smile Cookie Campaign and supporting donors Elliot Lake Retirement Living. Featuring colourful murals, sensory development equipment, and interactive technology, these Smilezones aim to enhance the hospital experience for children undergoing treatment and families visiting loved ones.

"We are incredibly grateful to Tim Hortons Elliot Lake and the community for their generous support in making these Smilezones a reality," said Jackie Hames, Smilezone Foundation Executive Director. "The power of initiatives like the Tim Hortons Smile Cookie campaign demonstrates how small acts of kindness can create a huge impact. These bright, joyful Smilezones are more than just spaces—they are places where children and families can find comfort, positivity, and healing during challenging times.

The creation of Smilezones at SJGHLE is a testament to the power of community and the profound impact of coming together to support families during difficult times. These spaces, made possible through the generosity of local donors and partners like Tim Hortons Elliot Lake, reflect a shared commitment to uplifting children and their loved ones. By transforming healthcare environments into vibrant welcoming spaces, Smilezones provide a sense of comfort and connection, reminding families that they are not alone. These therapeutic areas foster healing, encourage smiles, and serve as a reminder of the strength and care within the community.

"When the people of Elliot Lake come together, the impact is truly remarkable," said Christopher Piel, Chief Financial Officer at SJGHLE. "As someone who is still relatively new to the area, it's been inspiring to witness such a strong sense of unity. Seeing firsthand what Elliot Lake is capable of fills me with excitement for what lies ahead. I have no doubt that our community will continue to achieve amazing things."

"We are so proud to see the impact of our community's generosity come to life through these beautiful Smilezones," said Erin Brunelle, representative of Tim Hortons Elliot Lake. "The success of the Smile Cookie campaign is a direct result of our community coming together to support important local initiatives. We want to sincerely thank everyone who purchased a Smile Cookie—your kindness has helped create spaces that bring comfort, joy, and healing to children and families right here in Elliot Lake."

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

**ABOUT ST. JOSEPH'S GENERAL HOSPITAL ELLIOT LAKE:**

As we've done for 60+ years, SJGHEL serves all who come to us for care. Every day, every shift, every interaction, we find the way to live our Values of Compassion, Humility and Harmony, Respect, Integrity, Social Responsibility, and the Sacredness of Life. We are committed to fostering a positive and progressive workforce that is representative of the citizens we serve. For more information, please visit our website: [www.sjghel.ca](http://www.sjghel.ca)

-30-

**For more information:**

Micki Benedetti  
Smilezone Foundation  
P: 905-466-2575  
[benedetti.micki@gmail.com](mailto:benedetti.micki@gmail.com)

Cory Rose  
Medical Affairs Coordinator  
Acting Communications/  
Social Media Coordinator  
St. Joseph's General Hospital Elliot Lake  
P: 705 848-7182-ext 2515