**Hamilton Tiger-Cats and Smilezone Team Up for First-Ever "Smile Bowl" Charity Flag Football Event Hosted by Simoni Lawrence**

The Hamilton Tiger-Cats, in partnership with Smilezone Foundation, are proud to announce a unique community event — the Smile Bowl, taking place at Hamilton Stadium on Friday, September 26. The event will be hosted by former Ticat Simoni Lawrence, the franchise’s all-time leader in defensive tackles and colour commentator on the Ticats Audio Network.

This one-of-a-kind flag football tournament will bring together local businesses, community leaders, Tiger-Cats alumni, and corporate partners for a day of friendly competition and team building in support of Smilezone Foundation's mission to make tough days a little brighter for kids receiving treatment in hospitals and health care facilities.

Before they step onto the field, participating Smile Bowl teams will take part in an Alumni Draft, where each team will select a former Tiger-Cat to join their roster. The draft order will be determined by each team’s fundraising efforts leading up to the event.

All players will enjoy exclusive access to premium player lounges in the Level 5 suites, networking opportunities, and a fully catered lunch, with the day culminating in a championship game and closing ceremony.

Fans can get involved through an online auction, open to the public and featuring exclusive items and experiences donated by the Tiger-Cats and community partners. Proceeds from the event will directly support the creation of 10 brand-new Smilezones at Hamilton Child and Family Supports (HCFS), transforming ordinary spaces into vibrant, therapeutic environments for children and families. With a fundraising goal of $40,000, Smilezone will install bright colours, playful murals, and comforting design features across key areas at HCFS, helping reduce stress and create a sense of safety and joy. By participating in or supporting the Smile Bowl, the community is helping to build brighter days for kids who need it most—because every child deserves to smile, even during life’s toughest moments.

“Our goal has always been to make tough days a little brighter for children and families,” said Scott Bachly, Co-Founder of Smilezone Foundation. “The Smile Bowl is a powerful example of what’s possible when communities come together. With the support of our partners, players, and fans, we’re not just playing football—we’re creating safe, uplifting spaces where kids can feel like kids again.”

For more information, registration, or to bid in the online auction, visit www.smilebowl.ca

**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 450 spaces into Smilezones across Canada, benefiting over 96 communities and reaching hundreds of thousands of children, parents, health care workers and families. For more information, visit www.smilezone.com.

**For more information:**

Micki Benedetti  
Smilezone Foundation  
P: 905-466-2575  
benedetti.micki@gmail.com

Scott McNaughton  
Senior Director, Communications and Media Relations  
smcnaughton@ticats.ca