



New Smilezone Spaces at The Brandon Clinic Enhance Family Care Experience Thanks to Community Support and Tim Hortons Smile Cookie Campaign

Pardy and Crisanti families help bring warmth, colour, and comfort to newly designed spaces.

BRANDON, MB – June 18, 2025 – The Brandon Clinic is proud to unveil two newly designed Smilezone spaces in the main floor Pediatric Station, part of its continued commitment to creating a welcoming, patient-centered healthcare environment for families.

Located in the main lobby and Hallway, the new Smilezones feature vibrant murals, calming colours, upgraded seating, and interactive technology all designed to enhance comfort and provide a more engaging experience for patients and their loved ones. The artwork and themes throughout the spaces reflect nature, local landmarks, and playful Tim Hortons elements, creating a warm, community-rooted atmosphere that supports connection and care.

“We are incredibly grateful to the Pardy and Crisanti families and to everyone in the Brandon community who supported the Tim Hortons Smile Cookie Campaign,” said Scott Bachly, Co-Founder, Smilezone Foundation. “These new Smilezones offer bright, thoughtfully designed spaces that enhance the healthcare experience for patients and families. Supporting wellbeing and a sense of ease in medical settings is at the heart of what we do, and we’re proud to see that mission brought to life here in Brandon.”

This transformative project was made possible through the generous support of local Tim Hortons owners the Pardy and Crisanti families, alongside funds raised during the annual Smile Cookie Campaign. Their commitment to making a difference in the lives of children helped bring this initiative to life and follows the success of the 2024 Smilezone installations in Dauphin, MB, which brought similar uplifting spaces to children in the region.

“The Smile Cookie campaign is so much more than a cookie, it’s a symbol of caring and community,” said Rhonda Pardy, Smilezone Foundation Board Member and Tim Hortons Brandon owner. “We are incredibly proud to support the creation of these Smilezones and grateful to the entire community for making this possible.”

“We saw an immediate shift in people’s demeanour from the moment the project was completed. Healthcare is a challenging industry at the best of times but the last several years has really taken a toll on everyone. The Smilezone project shows that people care and we can’t thank the Pardy and Crisanti families enough for everything they did to make this happen.” Darcy Bell, CEO

Across Canada, Smilezone Foundation has transformed over 450 healthcare and treatment areas in more than 96 communities. These environments are backed by research that shows cheerful, engaging spaces can reduce stress, increase comfort, and improve cooperation during care. By enhancing both physical and emotional wellbeing, Smilezones support a more positive and supportive care experience for patients, families, and care providers alike.

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.

ABOUT BRANDON CLINIC:

In 2019 the Provincial Government announced the hospital expansion and we wanted to make sure that the Brandon Clinic's growth kept pace with the public needs. Since the end of the pandemic we have added 12 new Physicians and have completed extensive renovations and investments in technology to help serve the growing population. As the second largest city in Manitoba and the main referral site for southwestern Manitoba we intend to add several more Physicians over the next 18 months. The generous donation made by the Smilezone Foundation has completely transformed the patient experience in these areas.

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