



First-Ever Smilezone unveiled in Prince Edward Island at Queen Elizabeth Hospital

Charlottetown, PEI — July 24, 2025 — Smilezone Foundation is proud to celebrate a heartwarming milestone: the grand opening of four vibrant, child-friendly Smilezone spaces at Queen Elizabeth Hospital (QEH) in Charlottetown, marking the very first Smilezones on Prince Edward Island.

Located in pediatric ambulatory care, same day surgery, and post anesthesia care, the new Smilezones feature bright murals, sensory play elements, and engaging interactive components tailored to the needs of the hospital's youngest patients.

"Each year, our Board members come together to make a meaningful contribution that transforms care spaces for kids across Canada," says Scott Bachly, Smilezone Co-Founder. "Bringing our very first Smilezones to PEI is an incredible milestone and reflects our mission to ensure that every child, no matter where they live, can experience a warm, comforting environment while receiving care."

Research shows engaging, welcoming hospital environments can significantly reduce anxiety and fear in children undergoing medical treatment. Smilezone spaces help transform clinical settings into uplifting spaces that spark imagination, foster connection, and provide a much-needed emotional boost for children and their families.

"We are incredibly proud to welcome Smilezone to the Island," said Mel Fraser, CEO of Health PEI. "These beautifully designed spaces are more than just rooms—they are places of comfort for patients and their families. Our teams continue to build on these kinds of partnerships to promote a compassionate and supportive healthcare environment."

The Smilezone Foundation partners closely with healthcare facilities nationwide to create accessible, fun, and therapeutic environments. To date, Smilezone has transformed over 450 spaces in more than 96 communities, impacting hundreds of thousands of children and families.

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 QUEEN ELIZABETH HOSPITAL:

The Queen Elizabeth Hospital (QEH) is the Island's largest acute care facility and a vital hub for specialized medical services offered by Health PEI. With nearly 250 beds and a dedicated team of healthcare professionals, QEH delivers a broad spectrum of care—from life-saving emergency treatment and advanced surgeries to pediatric care, oncology, and diagnostic imaging. For more information, visit [Queen Elizabeth Hospital | Government of Prince Edward Island](#).

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