



Government of Canada Announces \$27 Million to Fund Bold Expansion of Campfire Circle's Programs for Kids with Serious Illness

Historic funding will support Campfire Circle's expanded mission to bring year-round programs to children with serious illnesses across Ontario.

OTTAWA, ON, Sept. 17, 2026 – The Government of Canada and Campfire Circle announced today a historic investment of \$27M to build a new medical camp in Prince Edward County for kids with cancer or serious illness. The largest funding commitment in the charity's history, this investment will fuel Campfire Circle's bold vision to serve 10,000 kids annually by 2030.

On September 17, the Honourable Adam van Koeverden, Secretary of State for Sport, announced the Government of Canada's \$27 million investment in Campfire Circle at Parliament Hill in Ottawa. He was joined by Chris Malette, MP for Bay of Quinte, Dr. Danielle Martin, MP for University–Rosedale, 50 R4//Campfire Circle cyclists on a 1,000 km fundraising ride for the charity, and campers and their families.

"Building a strong Canada starts with building strong communities," says the Honourable Adam van Koeverden, Secretary of State and Member of Parliament for Burlington North-Milton West. "Every child deserves a community where they can play, make friends, try new things and simply enjoy being a kid. For children living with cancer or serious illness, Campfire Circle makes that possible while giving families the reassurance that the medical support they need is close by. This investment will help create a place where kids can make memories and experience the joy of camp, making a real difference for them and their families."

In Ontario, more than 40,000 children are living with a serious illness. Time in hospitals often means they are missing out on simple childhood development and milestones. Campfire Circle helps children and their families find joy, reconnect, and create lasting memories. Through in-hospital programs and overnight camps that provide medically supported experiences, kids can take back their childhood, build resilience and self-confidence, and improve their overall well-being.

"For 43 years, Campfire Circle has created camp experiences for children with cancer or serious illness and their families, combining expert medical care with joy, connection, and a sense of belonging during some of life's most difficult moments," says Alex Robertson, CEO of Campfire Circle. "As the only medical camp in Canada that can administer IV chemotherapy and blood transfusions on site, we are extremely grateful to the Government of Canada for this historic investment. It will help expand access to our unique model of medical care, play, and

community, ensuring more children and families across eastern Ontario can experience the transformative impact of camp, sooner."

Campfire Circle is expanding its mission from serving kids with cancer and their families to also include children with serious illnesses, such as heart disease, sickle cell disease, serious blood disorders, organ failure and transplants in its year-round programs. In addition to year-round medically supported camp programs, Campfire Circle is the official play provider for Ontario's paediatric hospitals, serving children at SickKids, McMaster Children's Hospital, Children's Hospital at London Health Sciences, Kingston Health Sciences, and CHEO in Ottawa.

MEDIA ASSETS: B-roll and high-resolution photography available upon request.

About Campfire Circle

Since 1983, Campfire Circle (formerly Camp Ooch & Camp Trillium) has brought healing through happiness to kids with cancer or serious illness and their families. Campfire Circle programs are offered throughout the year, including at five paediatric hospitals across Ontario and at our two medically supported overnight camps. Through play-based experiences, Campfire Circle provides children opportunities to build friendships, develop self-confidence and resiliency, and improve their overall well-being. Campfire Circle empowers kids to take back their childhood, regardless of diagnosis. Visit www.campfirecircle.org for more information or join the online community on [Facebook](#), [Instagram](#) and [LinkedIn](#).

MEDIA CONTACTS:

Kate Daley, Director, Communications, Campfire Circle, 647-299-7639, kdaley@campfirecircle.org

Karen Parucha, Senior Communications Officer. Campfire Circle, 416-898-4336, kparucha@campfirecircle.org