



PRESS RELEASE

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CHATTANOOGA, TN, May 17, 2011 – As most parents of a sick child know hospitals are a difficult place for a young child to be a kid. Children’s Hospital at Erlanger does a better job than most at improving this environment by creating themed murals on each of the pediatric floors and whimsical, colorful, hand painted ceiling tiles with familiar cartoon character images. Despite the playful facades, Wallis Davies, child life director at Children’s Hospital, recognized that these kids needed something more, so she focused her efforts on finding a sanctuary where both children and their families could go for a much needed respite from the typical cold and sterile hospital environment.

The result is an inviting and engaging rooftop garden where sick children can go to get some fresh air, stretch their legs, and for the next month, utilize a new kind of play product; **Snug Play USA**. Conceived in the U.K. by visual artists, Tim and Hattie Coppard, Snug Play is a totally new and innovative play concept designed to be ‘powered by a child’s imagination’. These larger than life loose play elements can be moved, rearranged, stepped upon, under, and around, to create a brand new play experience each time it is used. Children’s Hospital at Erlanger is the first in the United States to utilize Snug Play for its patients.



“Typical play equipment needs to be changed out 5 to 6 times a year, but Snug Play components are so strong and sturdy, we believe it will provide a creative play outlet for children of all ages and easily withstand the elements.” says Ashley Williams, child

life specialist. “In fact, during the severe weather that touched down here a few weeks ago, we had damage to many of the toys out here, but the Snug pieces emerged without a scratch.”

Williams mentioned that children of all ages utilize the rooftop garden space including infants in strollers and even teenagers. Patients with IV lines can easily navigate the space too. The garden features plenty of seating surrounded by colorful and artfully arranged plantings. Snug Play equipment will remain at Children’s Hospital for children and their families to use through mid-June.



Visitors welcomed to Rooftop Garden



10 yr. old Cody with brother Gavin



Snug Play designers, Hattie and Tim Coppard