



MEDIA CONTACT:

Havas Formula

619-234-0345

[ormco@havasformula.com](mailto:ormco@havasformula.com)

## **ORMCO TO HOST ANNUAL SMILE FOR A LIFETIME FUNDRAISER AT THE FORUM 2017**

*Charitable Event & Smilent Auction Aims to Raise Funds for Underserved Children & Teens in Need of a Healthier, Straighter Smile*

**ORANGE, Calif., (Jan. 17, 2017)**—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today announced it will host its 6th annual fundraiser to benefit Smile for A Lifetime Foundation (S4L) at the [Forum 2017](#) in Orlando, Fla. on Friday, Feb. 24. The charitable event will take place at Ormco's 16th Annual Forum, the largest privately sponsored orthodontic event in North America. Funds raised at the Smilent™ Auction will support S4L in its mission to provide quality orthodontic care to underprivileged children & teens who may not have the opportunity to achieve a beautiful, straight smile without financial assistance.

"We feel privileged to have such a strong relationship with Ormco and are thankful for the opportunity to once again partner with them to raise funds for those who can't afford orthodontic treatment," said Michelle Von Fange, national executive director of Smile for A Lifetime. "The generous donations we receive from the event are significant and help gift additional smiles to those in need while allowing us to meet our mission... 'creating self-confidence, inspiring hope and changing the lives of children & teens dramatically...' through the gift of a smile. We are extremely grateful for Ormco's support and look forward to the event!"

Held in conjunction with The Forum's masquerade-themed Dinner & Dance Celebration, this year's fundraising event will welcome over one-thousand orthodontic professionals to support the national charitable organization. The evening will include a Smilent Auction, photo booth, dinner, dancing and more. Ormco has long been a primary sponsor of S4L, and along with local chapters throughout the country, it's worked closely with them to provide treatment to deserving individuals who otherwise would not be able to achieve a healthy, beautiful smile.

"Complementing our annual Forum with the Smile for A Lifetime fundraising event is the cherry on top of an exceptional week of industry education and networking," said Patrik Eriksson, president of Ormco. "Being able to actively contribute to an organization that aligns so closely with Ormco's goals and objectives is an honor. By continuing to support S4L, we'll be able to literally bring many healthier, straight smiles to the faces of some of the country's most deserving individuals."

The Forum 2017 features four days of personalized education, one-on-one networking opportunities and comprehensive clinical and practice management sessions. Over thirty world-renowned experts are set to guide participants in exploring the latest innovations and advancements in the industry.

For more information about The Forum 2017 and its 6th annual event benefiting S4L, or to register for the event, please visit [forum.ormco.com](http://forum.ormco.com).

#### **About Smile for A Lifetime Foundation**

The mission of Smile for A Lifetime Foundation (S4L) is to create self-confidence, inspire hope and change the lives of children in their communities in a dramatic way. The gift of a smile can do all this for a deserving, underserved individual who, in turn, can use this gift to better themselves and their community. During treatment, many S4L local chapters also encourage scholarship recipients to participate in community service through a “pay it forward” program inspiring young people to participate in lifelong giving. For more information please visit: [www.S4L.org](http://www.S4L.org) .

#### **About Ormco**

For over 50 years, Ormco has partnered with the orthodontic community to manufacture innovative products and solutions to enhance the lives of our customers and their patients. Distinguished products range from legacy twin brackets Inspire ICE™, Titanium Orthos™ and Mini Diamond™ to self-ligating appliances with the Damon™ System, including Damon Clear 2, and the Alias™ lingual straightwire system. Ormco’s Insignia™ Advanced Smile Design™ provides an all-inclusive solution with customized brackets, wires and placement trays for increased clinical efficiency. From personalized service to worldwide continuing education programs and marketing support, Ormco is committed to helping orthodontists achieve their clinical and practice management objectives. For more information, visit Ormco at [www.ormco.com](http://www.ormco.com) or call us at 800-854-1741.

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