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## **ORMCO'S DAMON FORUM FUNDRAISER GROSSED \$75,000 FOR SMILE FOR A LIFETIME FOUNDATION**

*Surfboard Signed by 'Soul Surfer' and Damon® System Brand Ambassador Bethany Hamilton Auctioned for \$5,500*

ORANGE, Calif. (Feb. 13, 2012)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today announced that [Smile for a Lifetime Foundation's](#) (S4L) second annual fundraising event at the 11th Annual Damon Forum—a clinical education and practice building conference for orthodontists—raised \$75,000. The funds raised will help S4L, a national non-profit organization, continue its mission to encourage orthodontists to provide free quality orthodontic care to individuals with financial challenges and special orthodontic needs.

"In 2012 alone, Smile for a Lifetime orthodontists will award more than 1,000 orthodontic scholarships to deserving children, totaling more than \$6 million dollars in free treatment," said Dr. Ben Burris, the individual responsible for creating the S4L business model and starting the first S4L chapter in Jonesboro, Ark. in 2008. "Without the strong support of Ormco, our doctors, sponsors and generous donors, we would not be able to accomplish our core mission—to give children, who are in desperate need for treatment, access to professional care. As we look ahead, S4L's goal is to add another 100 dedicated orthodontists throughout the U.S. and Canada to our membership."

One of S4L's most successful fundraisers to date, the Damon Forum's Casino Night featured casino and poker games that garnered more than \$11,500 of the funds raised. Adding to this was a silent auction, where a surfboard signed by Bethany Hamilton—who relied on the transformative Damon® System to quickly and comfortably improve her smile—was auctioned for \$5,500. *Soul Surfer* books and DVDs, which showcase the inspiring story of Hamilton and her surfing comeback, also helped raise more than \$1,000.

"I experienced incredible results with the Damon System and now, because of my beautiful smile, I have more confidence to share my story of undergoing adversity with people around the world," said Hamilton. "I was thrilled to support Smile for a Lifetime's fundraiser and couldn't be happier to contribute to a foundation that creates self-confidence and inspires hope."

Orthodontists who are members of S4L's local chapters are provided ongoing support from the foundation. In addition to receiving assistance in setting up a local 501(c)(3), S4L is charged with helping chapters build a local board of directors who are responsible for screening applicants and serving as

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community ambassadors. There are currently 98 chapters serving 36 states in the U.S. Each chapter treats six or more young people annually. As S4L's primary sponsor, Ormco provides free brackets—from any of its appliance systems—to orthodontists who award S4L scholarships. Orthodontists have the option to select their preferred Ormco brackets that best fit their treatment method. Through its ongoing support of S4L, Ormco will continue to donate products, including brackets from its next generation appliances.

For more information on Ormco and its sponsorship of S4L, please contact Robin Dwyer at 619-234-0345 or [Ormco@formulapr.com](mailto:Ormco@formulapr.com). Orthodontists interested in learning more about S4L and its mission to change the lives of children should contact Michelle Von Fange M.A. at 719-535-2777 or [mvonfange@s4l.org](mailto:mvonfange@s4l.org).

### **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 life-long giving.

### **About Ormco**

For more than 50 years, Ormco Corporation has provided innovative products and services that help orthodontists deliver exceptional clinical results in the least amount of time and with the greatest patient comfort. Among the company's many innovations are a number of notable "firsts," including direct bonding, rhomboid and computer-aided design (CAD) brackets, Copper Ni-Ti® wires, TMA™ beta titanium wires, and Damon® Clear™, the most aesthetic passive self-ligating bracket on the market. The company also is a pioneer in 3-D digital orthodontics with Insignia™ advanced smile design, an integrated system of customized appliances and software. Ormco is a subsidiary of Sybron Dental Specialties, Inc., a leading manufacturer of a broad range of value-added products for the dental profession, including the specialty markets of orthodontics, endodontics and implantology, and a variety of infection prevention products for use by the medical profession. For more information, visit the [Ormco](http://Ormco) website.

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