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**ORMCO CORPORATION'S ANNUAL DAMON FORUM FUNDRAISER RAISES \$100,000 FOR THE SMILE FOR A LIFETIME FOUNDATION**

*Practice Valuation by McGill & Hill Group, Golf Trip for Two to St. Andrews, Scotland and 50 Percent Discount on Cloud9Ortho Licensing Fee Among Items Auctioned*

ORANGE, Calif. (March 25, 2013)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today announced that its third annual [Smile for a Lifetime Foundation](#) (S4L) fundraising event held at the 12th Annual Damon Forum has raised \$100,000 for the non-profit organization, making it the most successful event to date. The money raised will support S4L in its mission to provide free quality orthodontic care to individuals with financial challenges and special orthodontic needs.

"S4L aims to create self-confidence, inspire hope and change the lives of children in our communities. This year alone, through Ormco's support, we hope to serve more than 1,200 young people, awarding \$7.2 million in orthodontic scholarships," said Dr. Ron Redmond, national board president. "We can't thank Ormco enough for standing behind our organization, year after year, donating not only brackets, but also monetary funds, all while encouraging orthodontists to become involved with local chapters."

This year's *Smilent* auction featured a first-of-its-kind Orthos's Got Talent karaoke competition to help entertain donators. Throughout the night, orthodontists, along with their staff and peers, took the stage to perform musical favorites with a live band, backup singers and dancers. Big ticket *Smilent* auction items—such as practice valuation by McGill & Hill Group, golf trip for two to St. Andrews, Scotland and 50 percent discount on Cloud9Ortho licensing fee—paired with Ormco's participation and financial contribution helped this year's event reach an all-time donation high of \$100,000. The funds will help S4L provide technical support to local chapters, build chapters across North America, increase the number of children served, and create a S4L scholar college fund and a chapter grant pool to help with additional expenses, such as orthodontic appliances, hospital bills, and implants, among others.

"As the incoming donations moved closer and closer toward a milestone figure of \$100,000, everyone could feel the excitement. It was an honor to help make that goal a reality," said Vicente Reynal, president of Ormco. "S4L is actively changing lives and we've long stood behind their cause to help ensure orthodontic treatment is accessible to everyone in need. We also thank our diligent network of orthodontists for their ongoing efforts to give back to the communities they serve."

Ormco is a primary sponsor of S4L, providing free brackets and wires to the orthodontists who award and treat scholarship recipients. S4L is a non-profit, charitable organization comprised of local chapters in the U.S. and Canada that provides quality orthodontic treatment for patients who may not have the opportunity to achieve a beautiful, straight smile without financial assistance.

(more)

Media interested in speaking with an Ormco spokesperson should contact Robin Dwyer at 619-234-0345 or [ormco@formulapr.com](mailto:ormco@formulapr.com). Connect with Ormco on Facebook at [www.facebook.com/DamonSystemBraces](http://www.facebook.com/DamonSystemBraces), [www.facebook.com/insigniasmile](http://www.facebook.com/insigniasmile) or Twitter at [@Ormco](https://twitter.com/Ormco) and [@DamonBraces](https://twitter.com/DamonBraces).

### **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 visit [www.s4l.org](http://www.s4l.org).

### **About Ormco**

Ormco is dedicated to manufacturing innovative products that improve the clinician's opportunity to achieve excellent results in the least amount of time, in the fewest number of appointments, and with the greatest patient comfort. Distinguished products range from legacy twins Titanium Orthos™ and Mini-Twin™ to self-ligation with the Damon® System and new active Prodigy™ SL as well as Insignia™ Advanced Smile Design, a combination of 3-D software and an expansive menu of customized treatment options ranging from aligners, such as Insignia Clearguide™ Express, to fixed appliances. 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 the [Ormco](http://Ormco) website.

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