

## Industry Watch

May 19, 2014

### **Ormco raises money for orthodontic foundation**

Orange, Calif.—Ormco Corporation raised more than \$275,000 over the past four years to help the Smile for a Lifetime Foundation provide free orthodontic care to young patients in need.

Ormco Corporation manufactures and provides advanced orthodontic and technology. The company hosted Smile for a Lifetime Foundation's Smilent Auction at its annual Damon Forum in Phoenix, where more than 1,100 orthodontists gathered to learn about the latest advancements in orthodontic treatment.

Ormco is a primary sponsor of the Smile for a Lifetime Foundation and provides free brackets to orthodontists who award and treat the foundation's scholarship recipients.

The Smile for a Lifetime Foundation also receives donations of cash, services and products from more than 20 other orthodontic businesses and organizations.

In the last five years, S4L chapters have donated more than \$1.8 million in orthodontic services to awarded scholars in North America.

S4L will provide orthodontic scholarships to 1,200-1,500 children this year.

<http://www.ada.org/en/publications/ada-news/2014-archive/may/industry-watch>