

Media Contact:
Leigh Sherwood
HAVAS Formula
619-234-0345
ormco@formulapr.com



‘Soul Surfer’ Bethany Hamilton and Damon™ System Braces Launch Emoji Contest

Submit New Emoji Ideas for the Bethany Hamilton Damon Smile Mobile Keyboard and Have the Chance to Win Prizes Including an Autographed Skateboard Deck

ORANGE, Calif. (June 7, 2016)—*Soul Surfer* and former Damon™ System braces patient Bethany Hamilton has teamed up with [Damon System](#) braces to announce an emoji contest for the [Bethany Hamilton Damon™ Smile Emoji](#) keyboard. Consumers are invited to submit their creative designs through the Damon Braces website [damonbraces.com/contest](#) for the chance to have their emojis featured in the keyboard’s expanded version. Submissions will be judged by Hamilton and the five winning emoji designs will be added to the keyboard for download later this year. Additionally, winners will receive a prize pack that will include a Hamilton autographed skateboard deck, emoji t-shirt and more. The deadline to submit emojis for consideration is July 6, 2016 at 11:59 p.m. PDT.

“The response to my Damon Smile emoji keyboard has been awesome and I’ve loved seeing fans share the fun, interactive stickers with one another,” said Bethany. “The Damon-inspired emojis encourage my fans to truly embrace their unique qualities, and now they get to join in the fun by helping me create five new emoji designs. There’s nothing quite like being ‘emoji-fied’ and I’m so happy to be able to share my Damon Braces journey throughout the process.”

Earlier this year, Hamilton and Damon Braces launched the interactive emoji keyboard as a way to celebrate self-confidence, encourage consumers to take pride in their unique qualities and embrace the positive impact of orthodontic treatment with braces. Currently comprised of 21 unique emojis that can be shared using popular messaging apps, including iMessage, Facebook Messenger, WhatsApp and more, the keyboard can be downloaded for free via the [Apple iTunes](#) or [Google Play](#) store.

“The Bethany Hamilton Damon Smile emoji keyboard has been a hit with orthodontists, Damon Braces patients and fans of the *Soul Surfer* movie for its ability to help people understand the power of a smile and orthodontic treatment,” said Patrik Eriksson, president of Ormco Corporation, the company that manufactures Damon Braces. “Ormco is dedicated to supporting orthodontists through awareness campaigns that educate consumers and create opportunities for Damon Doctors to engage with more patients. The refreshed version of the emoji keyboard is evidence of this commitment and we look forward to seeing what new ideas fans submit for consideration. ”

As opposed to traditional braces, Damon Braces are “tie-less” and allow teeth to move more freely, efficiently and comfortably. Without elastic ties which often collect bacteria, patients are able to more easily keep their Damon Braces clean, for better oral hygiene throughout treatment. Damon Braces enable qualified orthodontists to provide high-quality results that can also enhance overall facial aesthetics. For

individuals seeking discreet treatment, [Damon™ Clear](#) braces are a virtually invisible option. Unlike clear aligners, Damon Clear braces work 24/7 to efficiently straighten teeth, can treat any patient—even severe cases—and can be worn while eating and drinking.

To learn more about Damon Braces and the Bethany Hamilton Damon Smile Emoji keyboard visit damonbraces.com. To find a qualified Damon orthodontist in your area, visit the Damon Doctor Locator at damonbraces.com/locator.

About Damon System Braces

Damon Braces are manufactured and distributed worldwide by Ormco Corporation. For over 50 years, Ormco has partnered with the orthodontic community to manufacture innovative products and solutions that enhance the lives of orthodontists and their patients. For more information, visit the [Ormco website](#).

###