

YouTube Video

The Smiles For Life Campaign benefits hundreds of disabled and disadvantaged children locally and around the world. Donations this year reached \$1.5 million.

"Smiles For Life is a big win for everyone involved," explains Greg Anderson.

SALT LAKE CITY, UT, September 23, 2013 /**24-7PressRelease**/ -- The Crown Council is pleased to announce another incredible campaign for the

[Smiles for Life Foundation](#)

, which raised \$1.5 million for underprivileged children this year. The Smiles for Life Campaign, made possible by Philips Oral Healthcare and Crown Council dentists, is dedicated to children in need on a global scale. Through the course of Smiles for Life's existence, over 500 Crown Council dentists have donated their time and resources during this campaign to effect powerful change in the lives of families in need worldwide.

Each year, [Crown Council](#) dentists raise money from March through June by whitening patients' teeth at a discounted rate and then donating 100% of the proceeds to the Smiles for Life campaign. Philips, the maker of Zoom professional whitening products and Sonicare power toothbrushes, generously donates all of the teeth whitening supplies, and has contributed more than \$1 million in whitening materials since the Smiles for Life Foundation began in 1998.

"Smiles for Life expresses sincere and undying gratitude to Philips for providing the whitening material to Smiles for Life doctors as well as their continuing commitment to the program," said Greg Anderson, director of the Crown Council and co-founder of Smiles for Life.

"We are proud to be able to help improve so many lives through our partnership with the Smiles for Life campaign," said Tammy Jones, marketing lead for Philips Professional Oral Healthcare. "This partnership delivers on Philips' promise to help dental professionals improve the oral health of their patients - and has a direct impact on the lives of so many children in need. We appreciate our partnership with Smiles for Life and the generosity of the Crown Council organization and the dental professionals in our local communities."

Crown Council's alliance with Philips has created an extensive resource for assisting children in need on a worldwide level. Since the creation of the Smiles For Life Foundation, a total of over \$33 million in donations have been raised for seriously ill, disabled or disadvantaged kids.

Hundreds of Worldwide Charities Benefit From The Crown Council's 2013 Smiles For Life Campaign

Written by Australian Business

Participating Smiles For Life [children's charities](#) operate in the United States and Canada, as well as the Dominican Republic and many other countries around the world.

"Smiles For Life is a big win for everyone involved," explains Greg Anderson. "Patients enjoy a brighter smile at a discounted price, our member dentists feel the satisfaction of giving back to their community, and, best of all, children in need find their lives are a little better and brighter."

For more information please visit: <http://smilesforlife.org/> .

About The Crown Council: The Crown Council is an alliance of driven, dedicated dentists who are committed to excellence in their practice, improving their patients' oral health and bettering the communities around them. By creating the Smiles For Life Foundation 15 years ago, the Crown Council has been able to provide a way for dentists to serve others through charitable work. Information about the Crown Council is available at: <http://crownccouncil.com/>

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