

Cary Family Dental Raises Nearly \$8,000 for Annual Smiles For Life Four-Month Campaign

Written by Australian Business

CARY, NC, October 05, 2013 **/24-7PressRelease/** -- For the eighth consecutive year, Dr. Allan Acton and Cary Family Dental offered teeth whitening services at a significantly reduced price to help benefit those less fortunate. During a four-month fundraising effort that lasted from March 1st to June 30th, the Cary dental practice raised \$7,925.70 for Smiles For Life Foundation.

The Smiles For Life Foundation is the children's charity arm of the Crown Council, an organization of leading-edge dentists throughout North America. Philips Oral Healthcare (makers of ZOOM! teeth bleaching and BriteSmile trays) donates all of the teeth whitening supplies and participating Crown Council dentists donate all of their time. Together, they offer professional teeth bleaching services at substantially reduced prices with 100% of the proceeds going to the Foundation to help children's charities.

Since 1998, Smiles For Life has raised over \$31 million to benefit children's charities. Fifty percent of the donations are earmarked for each dental practice's local charity partner, and the balance goes to the Smiles For Life Foundation to be distributed to worthy and approved children's charities across the U.S., Canada and worldwide. Participating children's charities include Children's Miracle Network, Children of Romania, St. Jude Children's Hospital, CURE (in Cambodia), Smiles For Hope, and the Kids Cancer Care Foundation. For the second year in a row, Cary Family Dental used their portion of the campaign's proceeds to help defer the costs of their Dentistry From The Heart initiative.

Dentistry From The Heart provides free dental services to adult patients with no insurance. The services include cleaning, extractions, or fillings—all at no cost to the patient. In its first year, the event attracted over 150 patients who received \$46,025 in free services. This year, the practice gave out more than \$53,000 of free dental services to 150 patients.

"Working with Dentistry From The Heart has allowed me to reach out and help a tremendous amount of people who were in pain and lacked the resources needed to ensure proper oral health," said Dr. Acton. "It was extremely gratifying to give these individuals the care and attention they needed that they otherwise were unable to afford. Seeing and meeting so many grateful people throughout the day was absolutely priceless."

Cary Family Dental and Dr. Acton were also ranked in the Top 15 Percent of national Smiles for Life fundraising participants, which included dental practices throughout North America. Dr. Acton added that he is looking forward to his team's participation next year and to continue supporting this worthwhile organization and cause.

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