

NORFOLK, Va.--( [BUSINESS WIRE](#) )-- [Operation Smile](#) , an international children’s medical charity, has announced that [Cydcor](#) , the global leader in outsourced sales, is launching the first-ever “Day of Smiles” beginning October 4<sup>th</sup> and running through October 6<sup>th</sup> to help children around the world who are born with facial deformities. All proceeds will benefit Operation Smile.

Cydcor and its network of independently-owned sales offices across North America will be working together on the same day to raise funds for Operation Smile. All participants will wear tee-shirts emblazoned with Operation Smile’s 30<sup>th</sup> anniversary campaign theme, **change**

***forever***

™, designed to make a lasting impact for children born with cleft lips, cleft palates and other facial deformities.

Last year, Cydcor and its independent sales offices raised more than \$150,000 to support a [medical mission](#) . This year, Cydcor and its network of independently-owned sales offices met another goal of \$150,000, which will enable them to sponsor another medical mission.

Cydcor has set an overall goal of raising \$400,000 to help Operation Smile provide free surgeries for children around the world born with cleft lips and cleft palates. Together, Cydcor and Operation Smile are giving smiles and transforming children’s lives worldwide.

Last year, during Cydcor’s medical mission to Rio De Janeiro, Operation Smile provided more than 95 free surgeries and more than 162 healthcare evaluations for children who were suffering from cleft lips and cleft palates.

Every three minutes, a child is born with a cleft. One in 10 will die before their first birthday. For [30 years](#), Operation Smile and its network of more than 5,400 medical volunteers from around the world have provided more than 3.8 million healthcare evaluations and performed more than 200,000 free surgeries for children in need. However, many children are still waiting – children who often can't eat or speak properly. Operation Smile can help give them a healthy, productive life filled with hope.

“It is such a pleasure to partner with Cydcor and its independent sales office teams, because they are incredibly motivated and dedicated to helping give smiles to these children around the world,” said Dr. Bill Magee, CEO and Co-Founder of Operation Smile. “Their teams truly understand how incredible it is to change the life of a child forever – a child who was born into the world with no hope. Our work wouldn't be possible without the support of companies like Cydcor.”

“We believe that our success is based on our distinctive culture; there is a passion we all have to give back to our communities,” said Vera Quinn, chief operating officer at Cydcor. “I personally have been on a medical mission and have seen the new smiles on the faces of these children. We have all been developing programs throughout the year to raise money. Our ‘Day of Smiles’ program will unite more than 200 offices on the same weekend to help hit our \$400,000 goal.”

To help support Cydcor's fundraising efforts, visit [www.operationsmile.org/cydcor](http://www.operationsmile.org/cydcor). For more information on Operation Smile's global efforts, visit [www.operationsmile.org](http://www.operationsmile.org), follow @operationsmile on Twitter, and on Facebook at [www.facebook.com/operationsmile](http://www.facebook.com/operationsmile).

## About Operation Smile ( [www.operationsmile.org](http://www.operationsmile.org) )

Operation Smile, headquartered in Norfolk, Virginia, is an international children's medical charity with a presence in more than 60 countries, whose network of more than 5,000 medical volunteers from over 80 countries is dedicated to helping improve the health and lives of children. Since its founding in 1982, Operation Smile has provided more than 3.5 million healthcare evaluations and conducted over 200,000 free surgeries for children and young adults born with cleft lips, cleft palates and other facial deformities, as

well as patients suffering from burns. To build long-term self-sufficiency in developing countries, Operation Smile trains doctors and local medical professionals in its partner countries so they are empowered to treat their own local communities, donates medical equipment and supplies, provides year-round medical treatment through Comprehensive Care Centers.

### **About Cydcor ( [www.cydcor.com](http://www.cydcor.com) )**

Cydcor is the leading provider of outsourced, face-to-face Cydcor sales teams to a diverse client base of companies in a wide range of industries, including telecommunications, office products, retail, energy, and financial services. Serving Fortune 500 and emerging market clients in the business-to-business, residential, and retail channels through in-store marketing initiatives, Cydcor works with a network of more than 300 independently-owned corporate licensee (ICL) Cydcor sales offices, providing clients access to more than 3,300 sales professionals. The privately-held company is based in Westlake Village, California. For more information about Cydcor, log on to [www.cydcor.com](http://www.cydcor.com).