

MEDIA RELEASE

August 2010

Give a Smile™ broadens Aussie grins with a commitment to 'Target 1,000'

Give a Smile™, a charitable arm of the Australian Society of Orthodontists (ASO), has partnered Johnson & Johnson Pacific Pty Limited, makers of LISTERINE® and REACH® to announce a goal of reaching 1,000 patients in 2011 through an initiative titled: 'Target 1,000.'

Founded in 2005, Give a Smile™ has facilitated orthodontic treatment for well over 700 children throughout Australia, providing pro bono care by specialist orthodontists for in-need Australian families who could not otherwise afford private orthodontic treatment.

But it's not just about health – the self-esteem and emotional benefits that these children experience following their Give a Smile™ treatment are immeasurable.

"Give a Smile™ has been an incredibly successful and rewarding initiative for all involved. To be in a position where we will be treating our 1,000th patient after just five years is an amazing achievement," said Give a Smile™'s Chair Dr. Ted Crawford,

Patients accepted into the Give a Smile™ program are offered a full-program of orthodontic care which, depending on their needs, takes an average of two years. This equates to a saving to the public system of between \$6,000 and \$8,000 per patient.

At present, there are more than 260 Give a Smile™ orthodontists right across Australia offering their unique skills to patients in need – from Bunbury to Cairns and in between. The impressive support level of over 60% of all ASO orthodontists has resulted in a 10% reduction in public orthodontic waiting lists nation-wide.

The work of Give a Smile™ orthodontists not simply changing the lives of these young people – although this is the most crucial and valued aspect of the program. In addition Give a Smile™ has saved Australian taxpayers more than \$6 million dollars since its inception in 2005 and is now forging towards the target of 1,000 patients and beyond - spreading smiles throughout Australia.

Renowned Australian comedian and actor, Shane Bourne, has been a great supporter of Give a Smile™ since its foundation:

"The work that the Give a Smile™ orthodontists undertake is so important to the communities in which they work; and their ongoing contribution through this initiative is really making a difference to the lives of many young people. Health aside, the more smiles we see in Australia, the better!" says Bourne.

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For all media enquiries, interviews with Shane Bourne, Dr. Ted Crawford or a Give a Smile™ beneficiary from your local area, please contact:

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About Give a Smile™

Give a Smile™ is a goodwill, pro bono treatment program initiated and sponsored by the Australian Society of Orthodontists. Give a Smile's 'Target 1,000' campaign is proudly sponsored by Johnson & Johnson Pacific Pty Limited.