

Giving Back Smiles

October is domestic violence awareness month. As a member of The American Academy of Cosmetic Dentistry, and more specifically, the Give Back A Smile charity; our office would like to raise community awareness and allow you to show your support and receive personal take home whitening trays and gel at the same time. During the month of October, appointments for custom bleaching kits will be available for a donation amount of \$225.00 (payable to Give Back A Smile). Please join us in supporting this worthwhile cause by calling (254-4000) to make an appointment today; even if you have already had Britesmile done, it is a great way to maintain your beautiful white smile and help to ensure that others may have one too.

The Give Back A Smile (GBAS) program was established by the American Academy of Cosmetic Dentistry® (AACD) out of a desire to give something back to the community, specifically, to help victims of unfortunate circumstances. This community service project was proposed to allow all AACD members to share their talents to help survivors of domestic violence who have suffered damage to, or lost, their smiles in an abusive attack.

The AACD joined forces with the National Coalition Against Domestic Violence (NCADV) to help carry out the program. Give Back A Smile was modeled after another program the NCADV was already working with. That program, FACE TO FACE™: The Domestic Violence Project, was created by the Educational and Research Foundation for the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) and S.C.O.R.E.S. (Skin Care Outreach Empowers Survivors) to correct physical scars from facial injuries.

The official Give Back A Smile program was launched May 27, 1999. Since then, more than 900 AACD dentists, lab technicians, and other dental professionals have volunteered their time and expertise pro bono for the Give Back A Smile program. Since the inception, 457 domestic abuse cases have been completed for a total dollar value of \$3,457,483.93. There are currently 342 applicants that are being treated throughout the United States.

Those interested in finding help with the *Give Back A Smile* program should visit www.givebackasmile.com, call the National Hotline: 1.800.773.GBAS, or send an e-mail to givebackasmile@aacd.com. Donations for the *Give Back A Smile* program can be made to the AACD Charitable Foundation, 5401 World Dairy Drive, Madison, Wisconsin 53718-3900.