



5 YORKSHIRE STREET, SUITE A, ASHEVILLE, NC 28803



NEWS RELEASE

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DR. BLACK CREATES ORTHODONTIC FOUNDATION

(ASHEVILLE, NORTH CAROLINA) Residents of Western North Carolina now have another reason to smile.

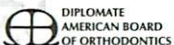
Dr. Keith Black, of Black Orthodontics, announced his intent to file for non-profit status for the recently formed Smile for a Lifetime, Inc. Black created the foundation to provide braces at no cost to individuals who cannot afford them.

"The mission of Smile for a Lifetime Foundation is to create self-confidence, inspire hope and change the lives of children in our community in a dramatic way," Black explains. "The gift of a smile can do all this for a deserving, under-served individual who, in turn, can use this gift to better themselves and our community", he continued.

Beginning in the first year, the foundation will award one set of braces and orthodontic treatments per month totaling twelve individuals served who would not otherwise have orthodontic care. For an application, please e-mail s4l@kblacksmiles.com or call 828-277-7103.

Dr. Keith Black is a 1983 graduate of the University of North Carolina at Chapel Hill - College of Dentistry, as well as a 1986 graduate from the Department of Orthodontics.

Over the past twenty years, Dr. Black has received numerous awards, some of which include the Employer of the Year for Persons with Disabilities, Small Business Leader of the Year, and Philanthropist of the Year by the City of Asheville Chamber of Commerce. In addition to this, Dr. Black has served on numerous boards some of which include serving as the President of the YMCA board of directors, the President of the Big Brothers Big Sisters board of directors, and the President of the Buncombe County Dental Society. Presently, he is serving as a member of the Young Life committee for the Asheville area and has worked closely with Eblen foundation to create a non-profit sealant program for underprivileged children of Buncombe County. With his history of giving back to the community, Dr. Black is very excited to continue this tradition by participating in Smiles for a Lifetime.



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The Asheville area has another reason to smile thanks to Dr. Keith Black of Black Orthodontics, Founder of Smile for a Lifetime Foundation.

Smile for a Lifetime is an orthodontic foundation whose mission is to create self-confidence, inspire hope and change the lives of children in our community in a dramatic way. According to Black, "the gift of a smile can do all this for a deserving, under-served individual who, in turn, can use this gift to better themselves and our community."

Smile for a Lifetime Foundation will be governed by a board of community leaders who evaluate the cases. "We want our board to be as dynamic as the community it serves," declares Black. The board will meet quarterly to decide on the cases that Black will treat for free. Through the foundation Black will be donating one orthodontic case per month. In the first year, Smile for a Lifetime will donate \$72,000 in free orthodontic treatment to kids in desperate need. Buncombe, Madison, Yancey, McDowell, Polk, Henderson, Haywood, Transylvania, Jackson, Swain, Graham, Macon, Clay, and Cherokee counties will be served by Smile for a Lifetime. Dr. Black will treat the foundation cases at Black Orthodontics (5 Yorkshire Street in Asheville). "I love Western North Carolina and want to support the families that live here. This is the best way I can show how much I value my community - by taking care of those who, because of unfortunate circumstances, need our help" Black states.

Because physical appearance is the number one source of self-esteem for adolescence, Smile for a Lifetime foundation seeks to find individuals whose lives will be forever changed by having straight teeth and a healthy smile. Most people have been told the reason for orthodontics (braces) is to make their teeth look better; however, this is only part of the reason to consider orthodontics. Loss of teeth, cavities, bone loss, gum disease, difficulty breathing, speech issues, premature tooth wear, and jaw joint problems (TMJ) are just some of issues that can be accelerated by a bad bite and severely crooked teeth.



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Maria Burril and Jessica Childress serve as Executive Directors of the foundation. The foundation's target group is children, but adults may also apply. Smile for a Lifetime's board will also consider special circumstances of applicants such as if a family has experienced a serious illness that has depleted finances or other situations of merit.

Applications and additional information are available by e-mailing our directors at s4l@kblacksmiles.com. People may apply for themselves or nominate another person. Along with the application, a photo showing the applicant's teeth is required. Applications for the inaugural meeting will be considered in June 2010. Please have applications in by May 31st to be considered for the first acceptance.

"School counselors, dentists, teachers, and other advocates for children are encouraged to spread the word and nominate deserving candidates", Black said. For more information, please call Maria Burril or Jessica Childress at 828-277-7103 or visit our practice website www.kblacksmiles.com.

