



The Smile Generation builds a playground and performs \$80,000 in donated dentistry.

IRVINE, Calif. (Nov 2, 2010) - On October 31, 2010 more than 250 volunteers from The Smile Generation, Colette's Children's Home, organizers from KaBOOM! and residents of the Placentia community joined forces to build a new, safe playground for the women and children of Colette's as well as the surrounding community. The Smile Generation is committed to bringing smiles to people's faces so they partnered with KaBOOM! to create a place to play and a place to smile. The new playground's design is based on drawings created by children who participated in a Design Day event in September. Colette's Children's Home provides a transitional home for at-risk women and children and the new playground will provide nearly 100 children with a safe place to play annually. "I can't express how grateful we are to have this playground. Today I've seen women with tears in their eyes because now their children have a place to play," said Billy O'Connell Executive Director of Colette's. The playground is the first built by The Smile Generation, with KaBOOM! but was a landmark build as it was KaBOOM's 1,900 playground.

The playground was only one component of what the Smile Generation was doing. The Smile Generation set up an onsite dental clinic and in only seven hours of operation provided members of the community with \$80,000 worth of donated dental services. "What an amazing event! Over 180 Pacific Dental Services / Smile Generation Team members from 5 states gathered on Saturday to build a playground and provide free dental services to over 100 people in the community including the women and children sheltered at Colette's. From 9:00am until about sundown, half the team worked tirelessly painting, moving dirt, digging holes, mixing cement and installing a beautiful jungle gym, while the other half provided free dental services, everything from general dentistry, to cleanings, to surgery, and yes, even CEREC restorations. We want to thank our partner Patterson Dental Supplies for their donation for this event. Indeed, we helped some who are less fortunate, but the true blessing was all ours. The PDS / Smile Generation Team can't wait until we get to serve again. The real thanks though goes to Colette's Children's Home for all they do in our community." said Stephen Thorne, CEO & Founder of Pacific Dental Services and The Smile Generation.

"It was very rewarding to come out here and see these patients. It was incredible what we were able to do in this alleyway. We had mobile x-ray units, mobile dental units and CEREC machines accompanied by camping chairs and flashlights. It was the best of both worlds. I'm proud to be a part of the Smile Generation" said Dr. Noor Rahimi of Hastings Ranch Dental Group in Pasadena.

About the Smile Generation®

Smile Generation is a referral service for best-in-class dentists committed to modern dentistry and patients' happiness. The Smile Generation connects patients with great dentists dedicated to delivering on the Right Fit promise: providing an exceptional patient experience and advanced clinical care. The Smile Generation family is made up of over 200 dental offices throughout California, Nevada, Arizona, Colorado, and Texas. Smile Generation-approved offices are supported by Pacific Dental Services (PDS™). PDS™ is one of the country's leading dental service organizations, providing state-of-the-art support services that allow dentists to concentrate on the highest levels of cost-effective patient care.

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Contact Kyle Guerin at 714.508.3600 / guerink@pacden.com