

FOR IMMEDIATE RELEASE

March 18, 2009

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LOCAL DENTIST LAUNCHES ANNUAL CHARITY EVENT
TO BENEFIT NATIONAL CHILDREN'S CHARITIES

BALTIMORE, Md.—Dr. Denise Markoff is at it again—she hopes to raise more than the \$26,000 she raised last year for the 12th annual Smiles for Life campaign by offering reduced teeth whitening services and donating 100 percent of the proceeds to children's charities.

The event officially kicked off March 1 and continues through June 30. The proceeds will be evenly split between The Smiles for Life Foundation and other national children's charities through the Garth Brooks' Teammates for Kids Foundation. A typical teeth whitening service can cost between \$500 and \$600, but Federal Hill Smiles offers the service for \$285.

Dr. Markoff and her team hope that the citizens of Baltimore will reward themselves with a whitened smile to directly benefit children's charities. "Smiles for Life is an organization dedicated to giving back, and we're a small part of that," Dr. Markoff explains. "We want to focus on our own community, by being advocates for children and to engage our neighbors in this life-impacting work."

Smiles for Life is an annual campaign organized by the Crown Council, an elite association of dentists of which Dr. Markoff is a member. The campaign has raised more than \$25 million since it launched in 1998 to help children facing serious health and educational problems. Its partner, the Garth Brooks' Teammates for Kids Foundation, funds health, education and inner city programs that benefit children.

"Smiles for Life is a win-win situation," explains Greg Anderson, director of the Crown Council and one of the campaign's founders. "Patients have a brighter smile, our member dentists are able to contribute to their community and—best of all—children who really need our help have a reason to smile."

Since 2000, Dr. Markoff has raised more than \$100,000 for the Smiles for Life campaigns. Last November, with the aid of some of those funds, the Federal Hill Smiles Team made their first humanitarian trip abroad to the Dominican Republic to donate dental services to less fortunate children.

The team spent more than a week in Santo Domingo and San Pedro to complete extractions, fillings and cleanings in dental clinics that were rotated with hands-on teaching sessions with dental students from the University of San Pedro.

Charity has been a part of Dr. Markoff's life since she launched her own practice in 1985. In February, she offered a day of free services to the men of The Baltimore Station through Dentistry from the Heart. She has also partnered with Head Start, Job Corps and the Donated Dental Services.

Patients are at the core of Dr. Markoff's practice philosophy. She combines state-of-the-art techniques with personalized care to provide excellent service in a comfortable environment. To learn more about Federal Hill Smiles, visit www.federalhillsmiles.com or call 410-727-3388.

For more information about Smiles for Life, visit www.smilesforlife.org.

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