

FOR IMMEDIATE RELEASE



**Bright Now!® Dental Hosts Free Dental Day in Herndon, VA  
In Partnership with Smiles for Everyone Foundation, Bright Now! Dental Provides Free  
Dental Services to Those in Need**

Herndon, VA – Nov 7, 2018 – [Bright Now!® Dental](#) partnered with the [Smiles for Everyone Foundation](#) to open its [Herndon, VA](#) office to provide free dental services for underinsured, low-income individuals on November 3.

Volunteers from Smile Brands Inc.'s affiliated offices located around Northern Virginia and Maryland arrived early Saturday morning ready to give back and make a difference. The team, comprised of seven doctors and nearly 30 support staff, worked together to deliver pro bono care to underserved patients from their local community. Services included checkups, [cleanings](#), oral cancer screenings, fluoride treatments, [fillings](#), [extractions](#), and more. Volunteer dentists included Dr. Mazin Alayssami, Dr. Aws Altameemi, Dr. Karim Chaddad, Dr. Jose Lugo, Dr. Mariam Naeem, Dr. Jung Park, and Dr. Hima Bindu Reddy.

Patients served were referred to the Day of Giving event by local nonprofit organizations. These partners included [Good Shepard Alliance](#), a homeless shelter and support service organization; [Cornerstones](#) food pantry; [Fellowship Square](#), which provides housing support; and [The Arc of Northern Virginia](#), a special needs assistance organization. Many of those referred had not received dental care in years, resulting in feelings of uneasiness. Patient Alyson M., who hadn't been to the dentist in over 15 years, explained, "I was so nervous because of the length of time since my last visit. The staff put me at complete ease and comfort. Thank you for a wonderful event!"

Overall, the Herndon team delivered over \$30,000 in donated dentistry.

The next Day of Giving that the Foundation will be hosting will be at [Bright Now! Dental in Oakland, CA](#) on Saturday, November 10. Please visit [www.smilesforeveryone.org](http://www.smilesforeveryone.org) for more information.

**About Bright Now!® Dental**

Bright Now! Dental provides general dentistry, children's dentistry and, in select locations, specialty care services such as [orthodontics](#), oral surgery, periodontics and endodontics at over 150 offices across Arizona, California, Colorado, Florida, Indiana, Maryland, Ohio, Oregon,

Pennsylvania, Utah, Virginia and Washington. Bright Now! Dental's Herndon office is operated by Hima Reddy, P.C. (the "Group"). The Group is affiliated with Smile Brands Inc., one of the largest providers of business support services to dental groups in the United States. [Smile Brands Inc.](#) provides comprehensive business support services through exclusive long-term service agreements with affiliated dental groups, so dentists can spend more time caring for their patients and less time on the administrative, marketing and financial aspects of operating a dental practice. Smile Brands is a portfolio company of Gryphon Investors ("Gryphon"), a leading middle-market private equity firm based in San Francisco, CA. For more information, visit [www.smilebrands.com](http://www.smilebrands.com).

### **About the Smiles For Everyone Foundation**

The Smiles for Everyone Foundation is a 501(c)(3) nonprofit organization with the mission of delivering smiles for everyone by providing free dental care for those in need, both at home in the U.S. and around the world. Since 2011, the Smiles for Everyone Foundation has delivered over 17,500 smiles and \$13.5 million in donated dentistry. The foundation currently supports programs which provide free dental care to those in need in Cambodia, Ghana, Laos, Nicaragua, Paraguay, Thailand and the United States. For more information or to make a donation, visit [www.smilesforeveryone.org](http://www.smilesforeveryone.org).

#### Contacts:

Bright Now! Dental

Jody Martin

[PR@smilebrands.com](mailto:PR@smilebrands.com)

714.427.1299

Smiles for Everyone Foundation

Crystal Strait

[crystal.strait@smilesforeveryone.org](mailto:crystal.strait@smilesforeveryone.org)

714.824.5037