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## ARCH ORTHODONTICS ANNOUNCES "SMILES MAKE THE WORLD GO ROUND" TALENT VIDEO CONTEST



**(ISSUED SPRING/SUMMER 2013)** -- *Alice in Wonderland* author Lewis Carroll wrote that "Love makes the world go round." Rapper *Ice T* said, "Passion makes the world go round." and Snoop Dogg said, "Hip Hop is what makes the world go round."

Drs. Andrew Chase and Robert Chavez of ARCH Orthodontics agree with these great thinkers, but also add their own theory: that "*Beautiful smiles make the world go round.*" And their new contest by that name invites patients to create a 90-second video to illustrate the point. The creator of the winning video will win an iPad Mini. The contest is open to patients of all ages. Deadline is September 30, 2013.

Dr. Chavez, who has been practicing for 39 years and oversees 9 ARCH Orthodontics offices describes why he conceived the contest: "We're proud of our talented Orthodontists, our knowledgeable, talented staff – and our thousands of patients whose smiles reflect their talent and their inner glow of confidence that comes with talented, superior care provided by ARCH's cast of skilled professionals."

He adds, "We're asking that the video's message should tie in with ARCH's philosophy: Life is full of things to smile about, and Orthodontic treatment is an investment in your smile which will reap benefits for a lifetime. If you feel good about yourself, you're more confident, you'll have a great smile – and that will make others happy."

Dr. Chase says entries will score more points if others want to share it: "The more views, the more 'viral,' the higher the judges will rate your video. The more TALENT you show off, the more viewers and judges will like it."

ARCH Orthodontics, the Official Orthodontist of Miss Massachusetts, has offices in *Bridgewater, Brockton, Canton, Hyannis, Hyde Park, Orleans, Stoughton, Randolph and Westwood.* For more information and/or to schedule a free initial consultation, call 1 (800) 28-SMILE or visit [www.archorthodontics.com](http://www.archorthodontics.com)

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