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Bridgewater • Brockton • Canton • Hyde Park • Randolph • Stoughton • Westwood

FOR IMMEDIATE RELEASE Contact: Dr. Andrew Chase / Dr. Robert Chavez
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**ARCH ORTHODONTICS IS THE FIRST
'OFFICIAL ORTHODONTIST OF MISS MASSACHUSETTS'
*Miss Mass. 2011 Recently Earned Degree in Dental Hygiene***

(ISSUED FALL 2011) -- ARCH Orthodontics, which operates seven offices south of Boston, has been named the 'Official Orthodontist of Miss Massachusetts 2011.' Never before in its 72-year history has the organization had an Orthodontic Sponsor.

Molly Whalen of Middleborough (MA), who was crowned in June, recently visited ARCH Orthodontics Stoughton office where principals Dr. Robert Chavez and Dr. Andrew Chase presented the Miss Massachusetts Scholarship Foundation (missmassachusetts.tripod.com) with a donation in support of the organization's scholarship program.

In making the announcement, Dr. Chavez said, "We share common values and a philosophy with the Miss Massachusetts program: to strive for excellence and to do our part to improve the community. We believe life is full of things to smile about and that Orthodontic treatment is an investment in that smile which will reap benefits for a lifetime. We know that a healthy and attractive smile always creates a better impression."

Miss Massachusetts Executive Director Dolores 'Buffy' Rabuffo, herself a former contestant who's been involved in the organization for 33 years, says the group is dedicated to helping young women recognize their potential as community leaders. The national group is the largest source of scholarship for young women in the country.

Miss Massachusetts has a connection to the dental field as she is a 2011 graduate of the Massachusetts College of Pharmacy and Health Science's Forsyth Dental Hygiene Program. This fall she will attend Northeastern University to pursue a Master of Science degree in Applied Nutrition. She is a 2008 graduate of Coyle and Cassidy High School in Taunton. An accomplished vocalist, Molly has performed the National Anthem more than 100 times at public events and has performed in many musical theatre productions.

Molly's platform during her reign is 'The Importance of Oral Health and Access to Care.' She expects that her title will present opportunities to speak on the topic to children and adults across the state. She will represent Massachusetts in the nationally televised Miss American pageant on January 14, 2012, in Las Vegas. It will be aired on ABC.

ARCH Orthodontics has offices in Stoughton, Bridgewater, Brockton, Canton, Hyde Park, Randolph and Westwood. *To schedule a free consultation call 1-800-28- SMILE, email smilemaker@archorthodontics.com or visit www.archorthodontics.com.*

- *By Stanley Hurwitz / 508-269-0570 / stanhurw@comcast.net*

MissMass2011Sponsorship_0811 smh 8/11



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PHOTO CAPTION

A PRIZE-WINNING SMILE

New Miss Massachusetts 2011 Visits ARCH Orthodontics,

Calling Attention to Importance of Oral Health

GREAT SMILES -- Newly-crowned Miss Massachusetts Molly Whalen 2011, a Middleborough native, visited the Stoughton office of ARCH Orthodontics to thank Dr. Robert Chavez and Dr. Andrew Chase (center) for their support of the Miss Massachusetts Scholarship Foundation. ARCH is the organization's first 'Official Orthodontists.' At left is Dolores 'Buffy' Rabuffo, the organization's Executive Director. Molly, an accomplished vocalist, is a recent graduate of the Massachusetts College of Pharmacy and Health Science's Forsyth Dental Hygiene Program. Her platform during her reign is 'The Importance of Oral Health and Access to Care.' ARCH Orthodontics has 7 offices south of Boston. *To schedule a free consultation call 1-800-28- SMILE, email smilemaker@archorthodontics.com or visit www.archorthodontics.com.*

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