

## Press Release – June 2007

### Altima Dental Celebrates Canada's First Shopping Centre

**Morrisburg, Ontario, June 29, 2007** – How many Canadians know this bit of trivia? Canada's First Shopping Centre can be found in Morrisburg Ontario, on Main Street off Highway #2. This June marked their 50<sup>th</sup> Anniversary - an exciting milestone for local retailers and community residents alike. The Morrisburg Business Improvement Area heralded the celebrations with radio stations Variety 104.5 and AM 1220 of Corus Entertainment.

In the middle of this landmark shopping centre is the Altima Morrisburg Dental Centre – the exclusive dental sponsor of the festivities. Altima Morrisburg distributed balloons and toys to children and spoke to visitors about their long history in the area. Team members from Altima were also photographed in the local paper (see below). "There's been a lot of activity, a lot of interest in events", said Councillor Del Jones, also quoted in the paper as he volunteered in the historical displays area.

Altima Morrisburg Dental Centre sponsored radio announcements inviting residents to the event, and offered a special promotion on teeth whitening services for the month of July. Popular Variety Host Darryl Adams also profiled Altima live on-air from the event as an outstanding corporate citizen in the community.

For more information on the Morrisburg Special Teeth Whitening Promotion, call **1-613-543-3802** and book a complimentary consultation.



*Team members from Altima Morrisburg Dental Centre are recognized in the local paper as outstanding corporate citizens within their community.*

**Altima Morrisburg Dental Centre:** East End Promenade, 127 Main St., Hwy #2, K0C 1X0  
**Corus Radio:** [www.variety104.com](http://www.variety104.com) or [www.am1220.ca](http://www.am1220.ca)  
**Morrisburg BIA:** <http://bia.southdundas.com>

**Media Contact:** Farzana Mawani, Marketing & Communications Manager – Ontario  
Altima Dental Canada  
**1-888-4ALTIMA** or [www.altima.ca](http://www.altima.ca)