

Press Release – September 2008



Here comes the bride, teeth sparkling white!

Toronto, September, 2008 - Have you ever dreamed of having a grand, luxurious wedding without the mind-boggling expense? Altima Dental Canada and CTV Television have sponsored their second "Fairytale Wedding" give-away package this year. The package includes a bridal gown & tux, a 150-person reception, dinners, flowers, photos, wedding rings and a complete honeymoon package to Jamaica – a grand prize worth over **\$30,000!**

Altima Dental is proud to be the official dental sponsor of the "Fairytale Wedding" and has donated a whitening prize package worth over **\$2,400** for the bride and three lucky wedding guests! This year's winner, Elyse Orlans treated her daughter, niece and sister to complementary whitening treatment services at Altima Promenade Dental Centre. All the lucky ladies are very pleased with their sparkling white teeth!

During January and February this year, customized 30-second commercials were shown on CTV Television for three weeks highlighting the contest prizes. The winner was chosen after Canada's Wedding Expo, held at the Toronto Congress Centre in February. Contestants entered the contest on-line at a special CTV website that showcased the many sponsors of the "Fairytale Wedding", including Altima Dental.

Visit www.toronto.ctv.ca for more information, or click on the Altima logo above to return to Altima Dental's website: www.altima.ca.

Altima Dental keeps people smiling... happily ever after.

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