

For Immediate release

May 6, 2021

**Operation Smile wants Canadians to join the SMILE movement  
and MAKE SOMEONE SMILE!**

**Toronto, ON** – Operation Smile Canada has launched the Longest Day of SMILES® to raise awareness and funds to help children with cleft lip and cleft palate around the world get the new smile they deserve – one that will change their lives forever. It feels great to smile and feels even better to make someone else smile through the Longest Day of SMILES®.

From sun-up to sun-down, on the longest day of the year, Canadians from coast-to-coast-to-coast are dedicating Sunday, June 20th, and the time leading up to it, to making someone SMILE. With presenting sponsor LISTERINE® SMART RINSE®, Operation Smile Canada invites Canadians to join the SMILE movement and help raise 3,000 new smiles by June 20th, 2021.

Every 3 minutes, a child is born with a cleft lip, cleft palate or both. This statistic does not change – **even during a pandemic**. Infants born with cleft conditions have **nine times the risk of dying within the first year of life**. For as little as \$240 and in as few as 45 minutes, Canadians can help a child and change their life with free, safe cleft surgery and care.

Every dollar raised will be matched (up to \$50,000), from now until June 20th — the longest day of the year! The Longest Day of Smiles is a great way to help children impacted by the pandemic, many of whom are waiting for surgery to repair their cleft conditions.

**About Operation Smile Canada**

Operation Smile provides free, life-changing cleft surgery and ongoing comprehensive care to children and young adults born with cleft lip, cleft palate and other facial differences in low- and middle-income countries. We train doctors and local medical professionals, conduct research, and provide year-round medical treatments through a network of comprehensive care centres.

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**Available for interviews:**

- Mark Climie-Elliott, CEO and Chief Smile Officer, Operation Smile Canada
- Local community SMILE Ambassadors and medical volunteers

To arrange your interview with Mark or for more information, please contact **Mary Grant**

**Media Contact:**

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