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## **Atlantis Dental and Max Dental Celebrate Community Spirit at Illuminate Yaletown on February 11 and 12**

February 10, 2011 – Yaletown Dental Practices Atlantis Dental and Max Dental have a widespread reputation for providing their respective patients with healthy, strong and brilliant smiles that “light up” their faces. Now, the two renowned practices are teaming up to “light up” the neighbourhood at this year’s Illuminate Yaletown event.

Held on the evenings of February 11 and 12, Illuminate Yaletown attendees can visit the Atlantis Dental and Max Dental team’s large tent and enjoy a variety of family-friendly activities, music and treats – including hot chocolate and fresh-baked chocolate chip cookies; both of which are sure to create many smiles and happy memories on a chilly, charming Yaletown winter evening.

“Illuminate Yaletown is an ideal venue for us to reach out and stay connected with the people and families we serve,” the respective dental practices issued in a joint communication. “Our roots run deep in the local community, and we’re proud of our socially responsible commitment to helping it develop and grow. We’re excited about the fun and festivity that’s in store at Illuminate Yaletown – and of course, we can’t wait to share our treats and promotions!”

Illuminate Yaletown is a free winter party featuring contemporary light art installations and other spectacular expressions from dozens of artists. In 2009, over 20,000 people attended the inaugural Illuminate Yaletown. After taking a one-year hiatus due to the Olympics, the event is back by popular demand and will take place on February 11 and 12 in the Yaletown Heritage District (Hamilton and Mainland Street, between Nelson and Drake Street). For more information on Illuminate Yaletown, visit <http://yaletowninfo.com/illuminate-yaletown-2011/>

For more information or for media inquiries, contact Roger Graham of Castle Communication Systems at 604-734-2627 or at media@CastleCS.com.

### **About Max Dental**

The dentists at Max Dental have been fixing smiles in Vancouver for over 20 years, and have specialized training in teeth whitening, bonding, crowns, veneers, dental implants, and other procedures. More importantly, our patients

love the work we do. From notable celebrities and “regular” patients, we have received plenty of positive testimonials about from satisfied clients from around the world. Our cosmetic dental work has been given extensive coverage in various media including CBC, BC TV, Global TV, City TV, Vancouver Sun, The Province, The Courier, and Victoria Times. To learn more about Max Dental visit [www.vancouverdentist.com](http://www.vancouverdentist.com)

### **About Atlantis Dental**

Atlantis Dental is dedicated to improving and transforming the lives of our valued patients in Vancouver’s Yaletown community. Atlantis is a pioneer in the application of ultra-modern technology, ideas and methods that, when expertly applied by our experienced and caring staff, provide our patients the best that modern dentistry has to offer. Or, as we like to say “Atlantis Dental offers Tomorrow’s Dentistry – Today!” To learn more about Atlantis Dental visit [www.atlantisdental.ca/](http://www.atlantisdental.ca/)

### **About Castle Communication Systems**

Vancouver integrated marketing and communications firm Castle Communication Systems designs, executes and manages results-focused advertising campaigns and creates integrated marketing plans for clients who want to take their business to the next level. As a full service advertising agency and management advisor, Castle helps clients achieve a high performance environment – one where marketing strategy, digital advertising, and staff training all work together to create ongoing, elite-level excellence and profitability. Learn more at [www.castlecs.com/about-us/](http://www.castlecs.com/about-us/)