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Atlantis Dental Light Up the Night with Smiles at Illuminate Yaletown

Not even typical late winter overcast skies and the occasional downpour could dampen the enthusiasm or diminish the smiles inspired by Atlantis Dental at the recent Illuminate Yaletown event, held on February 11 and 12.

Donning designer hoodies emblazoned with the phrase “Light Up the Night With Your Smile,” teams from the respective Yaletown Dental Practices joined forces to give attendees of all ages a fun experience to remember.

Among many other attractions and festivities, attendees particularly enjoyed seeing the giant tooth ice sculpture, matching smiles with faces on the big Celebrity Smiles Poster, and interacting with friendly Atlantis Dental team members.

“The event exceeded our expectations in every way,” reflected the respective dental practices in a joint communication. “Our goal was to give back to the community, and demonstrate our commitment to social responsibility – and we certainly achieved that. But best of all was the opportunity to interact on a personal level with the wonderful people of Yaletown. We look forward to seeing many of them as part of our patient families in the near future. And of course, we also look forward to Illuminate Yaletown 2012, when we’ll surely have even more treats, promotions and surprises in store for the community – stay tuned!”

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 was brought back by popular demand and took place on February 11 and 12 in the Yaletown Heritage District.

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

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