Beat: Entertainment

EMPIRE STATE BUILDING ILLUMINATES IN RED AND BLUE FOR SMILE TRAIN

SMILE TRAIN TO RING IN GIVING TUESDAY

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USPA NEWS - In celebration of Giving Tuesday, Smile Train, the world's largest cleft charity, illuminated yesterday New York City's Empire State Building in its signature red and blue colors “” the latest in a series of initiatives designed to generate awareness and funds to support children with...

In celebration of Giving Tuesday, Smile Train, the world's largest cleft charity, illuminated yesterday New York City's Empire State Building in its signature red and blue colors “” the latest in a series of initiatives designed to generate awareness and funds to support children with cleft lip and palate around the world.

American Supermodel and Smile Train Goodwill Ambassador, Christie Brinkley, together with Smile Train's Founder and Chairman, Charles B. Wang, will kick-off the ceremony with brief opening remarks, followed by the flipping of the ceremonial switch.

To ring in the 2015 holiday giving season, Smile Train recently launched its 'Give a Smile, Get a Smile' campaign to help give smiles to children with clefts and, in exchange, help supporters get smiles of their own. Smile Train aims to raise enough funds to create 250 new smiles for children in need by December 31, 2015.

Today, to amplify support for Smile Train's cause, Christie Brinkley is launching The Holiday Smile Kit “” a limited edition holiday skincare set and special offering from the Christie Brinkley Authentic Skincare line.

For each set sold during the month of December, $50 will be donated to Smile Train in support of its goal to share new smiles across the world.

Smile Train is an international children's charity with a sustainable approach to a single, solvable problem: cleft lip and palate. Millions of children in developing countries with unrepaired clefts live in shame, but more importantly, have difficulty eating, breathing and speaking. Cleft repair surgery is simple, and the transformation is immediate.

Source : Smile Train

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