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ARCH ANNOUNCES ‘ARCHIE’ MASCOT DESIGN CONTEST

(SPRING 2013) -- To help introduce its new reward points program, ARCH Orthodontics is excited to announce a Mascot Design Contest. The name of the new practice mascot will be ARCHIE, and the winning character will be featured in all 9 ARCH offices, on hats, t-shirts and other promotional items. Designer of the winning entry will win an iPad Mini.

Dr. Andrew Chase said, “We think our new ARCHIE Points Rewards Program is an improvement to the popular OrthoRewards program we introduced several years ago.” Points earned under the previous program will be converted to the new system so points won’t be lost.

All patients are invited to submit their ARCHIE Mascot design – either bringing or mailing a hard copy to their ARCH office, or by submitting their design in PDF or JPG format to jgordon@archorthodontics.com. **Deadline is July 4, 2013.** The contest is open to ARCH patients of any age. Each entry will be judged based on originality, creativity and how it ties in with ARCH’s philosophy: *That life is full of things to smile about, and that Orthodontic treatment is an investment in that smile which will reap benefits for a lifetime.*

The new ARCHIE Reward Points cards have 20 boxes on the back. The goal is to fill in the boxes, having them stamped much like a passport. Patients receive a stamp each time they visit the office if they have nothing broken or loose AND they have perfectly clean teeth. "The goal is to engage our patients in their treatment and promote impeccable hygiene in order to improve treatment results and stay on track for estimated lengths of treatment time," says Dr. Chase. Once a patient collects 5 stamps, they may choose to redeem them for various ARCH swag. Those who get all 20 boxes stamped will earn a gift card. In addition, patients who wear their ARCH T-shirt to office appointments will be entered into a monthly prize drawing.

ARCH Orthodontics is the Official Orthodontist of Miss Massachusetts. ARCH has offices in Stoughton, Bridgewater, Brockton, Canton, Hyannis, Hyde Park, Orleans, Randolph and Westwood, and offers free initial consultation including digital photos and panoramic x-rays. For more info: www.archorthodontics.com / 1-800-28-SMILE.

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