

Subj: **Nevada First Lady Celebrates Rebranded Nonprofit Organization: AmeriFace**  
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**FOR IMMEDIATE RELEASE**

**UPDATE - MEDIA ADVISORY - PHOTO OPPORTUNITY**

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**December 10, 2008**

## **Nevada First Lady Celebrates Rebranded Nonprofit Organization: AmeriFace**

### ***Ribbon Cutting at the Las Vegas Chamber of Commerce with Dawn Gibbons***

**Las Vegas, NV-** Join Nevada First Lady Dawn Gibbons and AmeriFace Executive Director Debbie Oliver for the ribbon cutting ceremony that kicks off the rebranding campaign for AmeriFace, a national nonprofit organization based in Las Vegas. The event will be held at the Las Vegas Chamber of Commerce on December 16, 2008 at 11:30a.m located at 6671 Las Vegas Blvd., Suite 300 Las Vegas 89119. The mission of AmeriFace is to provide information and emotional support to individuals with facial differences and their families and increase public understanding through awareness programs and education on behalf of those we serve. AmeriFace supports individuals whose facial differences are present at birth, as well as those who have acquired facial differences as a result of illness, disease or trauma, such as stroke, cancer, accident and burns. Learn more at the AmeriFace website: [www.ameriface.org](http://www.ameriface.org) or call toll free at 888.486.1209.

Cleft lip and/or palate is the most common birth defect in the United States, according to the Center for Disease Control (CDC); however, most would have you believe these conditions are of concern only in developing countries ... but nothing could be further from the truth. AmeriFace is the national nonprofit organization, based in Las Vegas, that has been formed to educate the American public about what they can do to help right here at home.

"While we have had some media exposure over the years, we need to do more to call attention to the high rate of occurrence. One in every 600 infants in the United States is born with a

cleft lip and/or palate. Additionally, thousands of children, teens and adults are facially disfigured each year due to burns, trauma, and disease," explains Debbie Oliver, executive director of AmeriFace. "We need to address prevention and the many challenges facing the patients and families we represent. These contacts should include not only the patients and families, but the medical professionals who treat them, and the general public, as well."

**WHO:** First Lady Dawn Gibbons, Executive Director of AmeriFace Debbie Oliver and members of the Las Vegas Chamber of Commerce. The event will be facilitated by Dianemarie (DM) Collins of DM Productions LLC whose firm has selected AmeriFace as their pro bono nonprofit organization for public relations and strategic marketing services for 2009.

**WHAT:** Ribbon Cutting Ceremony for newly rebranded AmeriFace, a national nonprofit organization whose mission is to educate, inspire, serve and lead in the area of craniofacial differences. We support individuals whose facial differences are present at birth, as well as those who have acquired facial differences as a result of illness, disease or trauma, such as stroke, cancer, accident and burns.

**WHERE:** Las Vegas Chamber of Commerce  
6671 Las Vegas Blvd. South at Town Square  
Suite 300  
Las Vegas , NV 89119

**WHEN:** Tuesday, December 16, 2008 – 11:30 a.m.

#### About AmeriFace.org

| EDUCATE | INSPIRE | SERVE | LEAD |

The mission of AmeriFace is to provide information and emotional support to individuals with facial differences and their families and increase public understanding through awareness programs and education on behalf of those we serve. We support individuals whose facial differences are present at birth, as well as those who have acquired facial differences as a result of illness, disease or trauma, such as stroke, cancer, accident and burns. Learn more at our website: [www.ameriface.org](http://www.ameriface.org) or call toll free at 1.888.486.109.

#### About DM Productions LLC

**DM Productions LLC** is a limited liability company with offices in the Reno/Lake Tahoe region and in Phoenix. With nearly 20 years of experience, DM Productions LLC helps companies of all sizes and industries achieve their marketing goals through smart strategic thinking and effective creative solutions. DM Productions LLC also plans for its clients' special events such as grand openings, promotional events, tradeshow, media conferences and conventions.

As a full service firm DM Productions LLC provides a complete range of strategic marketing and communication services, including creative development, branding, advertising, public relations, media planning, promotions, production and post-production services, government affairs, event management and dynamic web design. More information is available at their Website: [www.dmproductionsllc.com](http://www.dmproductionsllc.com) or call 775-825-1727

DM Productions' president, Doug Collins suffered major facial trauma from an automobile accident in May 1984. With over 250 hours of dental reconstruction, both he and Dianemarie know firsthand the value of an organization like AmeriFace as a resource for information and emotional support for individuals and families with facial

differences.

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