

11-15 June 2012

# Smile WEEK

Red Cross War Memorial Children's Hospital



## ADCOCK INGRAM SMILE WEEK



The 3rd Adcock Ingram Smile Week took place this week at Red Cross War Memorial Children's Hospital. 23 children from the Western Cape were given the opportunity to receive the gift of a smile thanks to Adcock Ingram.

Children like little Bright, 10 months old who was born with a bilateral Cleft Lip and Palate underwent a dramatic transformation. His parents Gift and Rose were overwhelmed with the results of his surgery.

"We appreciate that giving Bright and the other kids something as simple as a smile can add so much value to that child's life and we are honoured to be able to make a difference to these children's lives," said Adcock Ingram CEO Dr Jonathan Louw. "Our continued partnership with the Smile Foundation reiterates our commitment to adding value to life and this week we are adding value to one child at a time," says Dr Louw.



## MEC OF HEALTH - WESTERN CAPE - THEUNS BOTHA MAKES A SPECIAL VISIT TO THE SMILE WEEK

This week we were fortunate to have a special visit by Theuns Botha - MEC of Health - Western Cape. A visit to the ward, as well as an address to the nurses and medical professionals in the Pain Management Workshop formed part of the visit. The partnership with the Western Cape Department of Health is integral to offering assistance and sustaining our footprint in the province, thank you to everyone who helped to co-ordinate this!



## THANK YOU FROM OUR TEAM

A heartfelt thank you to everyone who made this Adcock Ingram Smile Week a HUGE success.

The Smile team would like to thank each and every one of the special nurses in ward D1, theatre, administration and management, the incredibly skilled team of surgeons, registrars, the Speech therapy department, psychology, The Friends of the Red Cross and volunteers. The hard work and effort that went into this Smile Week has ensured that 23 children are leaving this hospital with something priceless - a smile.



