

## Reggie's puts a smile on foundation's faces

The Smile Foundation, a South African NGO that assists children with any type of facial conditions, to receive free corrective plastic and reconstructive surgery within South Africa, has partnered with Reggie's, one of South Africa's biggest children's toy and baby products retailers.



The company has praised the work being done by Smile Foundation in corrective plastic and reconstructive surgery for children who are unable to smile because of facial deformities such as cleft lip and palate, burn victims and facial paralysis.

"Every child has a right to joy and laughter and our involvement with the foundation is an important one. A smile is powerful, it breaks down boundaries and warms up hearts and this is what we symbolise," said Issy Zimmerman, Reggie's director.

Executive chairman and co-founder of Smile Foundation, Marc Lubner, said the sponsorship would enable the foundation to reach more children in need of corrective surgical interventions. "The foundation is thrilled to formally partner with the company as there is natural synergy between the two brands, since we're both in the business of putting smiles on children's faces. We look forward to the start of a long term relationship."

The foundation is currently based in seven academic hospitals around South Africa. It invests in medical teams it works with through a skills development programme and assists the hospitals by purchasing equipment for use by the department of plastic and reconstructive surgery. The chief patron, Nelson Mandela's wish is for the NGO to assist as many children around South Africa as possible to alleviate the stigma attached to living with facial condition.