



**FOR IMMEDIATE RELEASE**

**PATTERSON DENTAL REACHES \$650,000 RAISED FOR BREAST CANCER AWARENESS THROUGH GRINS FOR A GOOD CAUSE**

June 20, 2013 (St. Paul, MN) – In the three years since Patterson Dental's *Grins for a Good Cause* initiative launched, more than \$650,000 has been raised to increase awareness of breast cancer and help support underserved women and their families who are battling the disease. That includes more than \$150,000 raised in Patterson's fiscal year 2013, which ended in April.

Through *Grins for a Good Cause*, Patterson's large network of branch offices across the country partner with breast cancer organizations and host events focused in their communities. The result is a national fundraising effort that benefits local communities and the organizations that support them. Any proceeds not given to local organizations go to Susan G. Komen for the Cure.

"One of the best things about *Grins for a Good Cause* is its distinctly local focus," said Tim Rogan, Patterson Dental vice president of marketing, merchandise. "The employees at each of our branches raise funds given to organizations in their community – benefiting their friends, family and neighbors."

In addition to local fundraising events, Patterson Dental and its local sales force distribute *Grins for a Good Cause* flyers containing products that are pink in color or packaging. This year's flyer featured the inspiring story of a breast cancer survivor whose diagnosis strengthened her resolve and her family. More than \$87,000 in proceeds from the *Grins for a Good Cause* flyers (including a corporate matching gift from Patterson) was given back to Patterson branches to distribute to organizations in their respective communities – an increase of \$17,000 over the previous year.

The Chicago Branch of Patterson Dental led all branches in terms of total funds raised. Additionally, Patterson branches posting the top *Grins for a Good Cause* flyer sales include Chicago, Houston (Texas), Raleigh (N.C.), Nashville (Tenn.), and Fargo (N.D.).

**About Patterson Dental**

Patterson Dental, a leading distributor of dental products, equipment and technology in the U.S. and Canada, serves as the largest business in the progressive, global Patterson Companies (Nasdaq: [PDCO](#)) family of businesses. Patterson is committed to creating value for customers through products, services and lasting relationships. Dental professionals who partner with Patterson enjoy the convenience and peace of mind that come with relying on one trusted source for everything they need.

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