

## PRESS RELEASE

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### **Innovative Orthodontists Rock Social Media with Unprecedented Comedic Advertising Campaign**

LEXINGTON, KY — In honor of their 30 year anniversary, [White, Greer & Maggard Orthodontics](#) (WGM) launched an unprecedented satirical marketing campaign titled “Metal Mouth” that illustrates a fictional twist on their history. The campaign includes a “Rock You-Mentary” and music video, “Rock You With My Metal Mouth,” produced by the highly talented team at [Creative Caddie](#), both of which have gained significant traction on social media since their release on April 9.

The “Rock You-Mentary” tells a story of how the three founding doctors were teased metal-mouth-teens who became international rock-stars, touring the world during the 80’s, but eventually leaving behind stardom to help solve their fans’ apparent orthodontic issues. Each video features the three founding doctors of WGM with wild 80’s hair, vibrant tights, and rock moves that left these middle-aged orthodontists’ muscles sore. “Dr. Greer, Dr. Maggard and I really channeled our inner rock stars,” said Dr. Greg White, reminiscing on the filming experience with the other founding doctors of WGM. “After high-kicks and jumping off stages, Ibuprofen was necessary, but worth it - we had a great time and it was a really fun project. Our hope with these videos is to make our patients and community, that we’ve had the pleasure to serve over the last 30 years, laugh and smile.”

This campaign is just the latest example of WGM pushing the boundaries and going the extra mile to positively impact people’s lives. This is the foundation of WGM’s relationship with their patients and community since its inception. Currently, WGM supports more than 250 community organizations and schools across the Commonwealth of Kentucky.

“This campaign is a small glimpse of why I have been part of WGM for 18 years,” shares Amy Collins, one of many WGM staff members and patients not surprised by this unique campaign. “Our doctors are not only the best of the best, but they’re also so fun and steadfast in their commitment to the community.”

Watch the “Rock You-Mentary” and music video on [Facebook](#) and [Instagram](#) @wgmortho. You can also visit [metalmouthreturns.com](#) for more of the fun, including details on how to win a trip to Disney World. WGM is giving one of their social media followers a 3-night resort stay and airfare for four. Qualification for entry is simple - share the Metal Mouth Rock You-Mentary or Metal Mouth Music Video on Facebook or Instagram, like their Facebook page or follow them on Instagram, tag three people in the comment section of one of the videos on Facebook or Instagram. Deadline for entry is May 14th.

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**About White, Greer & Maggard Orthodontics**

White, Greer & Maggard Orthodontics is a privately owned orthodontic practice with 20 locations in Kentucky. Their doctors and staff are specialized in treating orthodontic issues through traditional braces and Invisalign. [www.wgmortho.com](http://www.wgmortho.com)