



Supersonic Media  
Ivy Supersonic  
[ivysupersonic@earthlink.net](mailto:ivysupersonic@earthlink.net)  
[www.ivysupersonic.com](http://www.ivysupersonic.com)  
212-780-3329

**NEW CARTOON CAMPAIGN, SPONSORED BY WACHOVIA, RAISES AWARENESS ABOUT CHILDREN WITH FACIAL DEFORMITIES FEATURING IVY SUPERSONIC, DESIGNER TO THE STARS**

Please click this link to view the campaign: <http://ivysupersonic.com/OpSmile.swf>

**"THE APPRENTICE" APRIL 15<sup>TH</sup> FINALE EPISODE WILL HIGHLIGHT 22-YEAR-OLD NOT-FOR-PROFIT MEDICAL SERVICES ORGANIZATION, OPERATION SMILE, AND IVY SUPERSONIC**

New York, NY-- April 13, 2004 – Operation Smile, the not-for-profit medical services organization that provides life-altering reconstructive facial surgery for children worldwide, teams up with Ivy Supersonic, celebrity designer (that's an original Ivy Supersonic creation on Omarosa's head in the final episode), on NBC's hit reality show, "The Apprentice," during the two-hour finale airing Thursday, April 15<sup>th</sup> from 9pm-11pm ET/PT. One of the show's final tasks has finalist Kwame Jackson producing a charity concert with megastar Jessica Simpson, Operation Smile's International Youth Ambassador, and Ivy Supersonic. All proceeds from the concert will benefit Operation Smile.

Donald Trump, Jr. serves on the New York Executive Committee of this 22-year-old organization that has treated tens of thousands of children and young adults suffering from conditions including cleft lips, cleft palates, burns and tumors.

" Seeing what a group of volunteers can do to change the lives of children worldwide was amazing. I 'm happy to have personally contributed to the organization during my time on **"The APPRENTICE,"** and I look forward to supporting **OPERATION SMILE** in the future," said KWAME JACKSON

Kevin Lofton, former MTV animation director, designed the cartoon, featuring an animated Ivy Supersonic, to raise awareness of the needs of indigent children with life-altering facial deformities. Sponsored by Wachovia Securities, the cartoon is accompanied by a custom Operation Smile song donated by Motema Music. Children love cartoons! Through the message of this media children will be encouraged to help those less fortunate, develop altruistic attitudes, and build compassion.

The cartoon features Ivy Supersonic talking to the viewer about Operation Smile's mission in front of a backdrop of before and after pictures of children helped through Operation Smile's worldwide efforts. It will be mass emailed and may also appear on television to increase awareness and drive viewers back to the Operation Smile website to donate.

"Cartoons are here to make people smile, and that's why Operation Smile is so important to me. Operation Smile gives children all over the world a chance to smile." – Ivy Supersonic Cartoon.

Tom Wilson, of the legendary cartoon character *Ziggy*, explains why the Ivy Supersonic cartoon is a perfect fit for Operation Smile: "The thing that sets Ivy Supersonic apart from other icons is that her goals for herself include acting as a positive role model for others. She is a natural catalyst for change, creativity, and learning."

Dr. Bill Magee, Co-founder and CEO for Operation Smile, stated, "Here at Operation Smile we recognize the importance of involving young adults in our missions worldwide. We include high school students in each international mission and have nationwide student programs concentrating on outreach, leadership, and fundraising. "Children helping children" insures a bright future for the world. We hope that through this exposure, these children will develop into altruistic leaders."

Each year Operation Smile's teams of highly specialized medical volunteers perform surgeries and provide related healthcare on international missions to more than 20 countries.

## ***About Operation Smile***

Throughout the world, Operation Smile volunteers repair childhood facial deformities while building public and private partnerships that advocate for sustainable healthcare systems for children and families. Together, we create smiles, change lives and heal humanity. Operation Smile was founded in 1982 by William P. Magee, Jr., D.D.S., M.D., and Kathleen S. Magee, M.S.W., B.S.N., is headquartered in Norfolk, Va., and is included in the 2003 *Forbes* 200 list of charities. For more information, go to [www.operationssmile.org](http://www.operationssmile.org).

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