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Making a world of difference in a world of facial differences

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FOR IMMEDIATE RELEASE

MAKING A WORLD OF DIFFERENCE IN A WORLD OF FACIAL DIFFERENCES
Las Vegas-Based Charity AmeriFace Featured in APX Alarm \$250,000 Grant Program

Las Vegas, NV – Among the non-profit organizations competing for \$250,000 in funding from a residential and commercial security giant is a local charity focused on helping children born with cleft lip and palate, the most common birth defect in the United States according to the Centers for Disease Control and Prevention (CDC).

APX Alarm Security Solutions, Inc., one of the nation's largest residential security alarm companies, and the APX Family Foundation today announced its list of 75 charity finalists in the APX Gives Back Project – among them, one Las Vegas-based non-profit organization.

“AmeriFace is thrilled to have made it to the final phase of consideration,” said Debbie Oliver, executive director of the charity and founder of its largest, most active program, cleftAdvocate.

APX Gives Back is utilizing Facebook to promote the grant program and has developed an on-line application to collect votes from supporters cheering on their favorite charities.

“We think it’s incredible that even though we were latecomers to the initial voting cycle, AmeriFace was able to leap to a solid second-place spot in the Pacific region in just eight short days.” Oliver shared that although voting began in early May, the local non-profit wasn’t aware of the program until early June. “We had to rely on the power of the network,” she said, referring to the organization’s nationwide Pathfinder outreach effort.

That second-place position guaranteed AmeriFace a place in Phase II of the program. “It speaks to the strength and dedication of our all-volunteer organization,” she said, “as well as to how common cleft lip and palate and other craniofacial conditions are in this country.”

One in every 600 babies born in the United States is born with an orofacial cleft. The most common of these anomalies is cleft lip and palate. A cleft occurs when sections of the upper lip and/or roof of the mouth do not fuse during early development of the fetus, leaving a large gap in the bone and tissue requiring reconstructive surgery over a period of many years.

APX will donate \$100,000 to the charity with the most votes from supporters tallied now through August 21, 2010 and an additional \$30,000 to each of five regional leaders for a total of \$250,000.

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Oliver says if AmeriFace wins the \$100,000 grant, the organization will launch at least ten new local/regional support networks and expand networks already in place. AmeriFace returns 92% of all donations to programs directly impacting the lives of patients and families.

“My own daughter was born with a cleft 23 years ago,” said Oliver, the mother of six who heads up the nationally-recognized charity from her Northwest Valley home. “We work hard to provide the kind of support that was lacking when our daughter was born.”

AmeriFace and the families the organization serves have been featured in newspapers and magazines around the country and on local and national television. Oliver was honored with the National Jefferson Award for Public Service, traveling to Washington DC to represent Southern Nevada.

APX Gives Back was created to provide a way for employees to live out the company culture of serving others. Personal donations from hundreds of employees are helping fund the project.

Headquartered in Provo, Utah, APX has been involved with the local community for a number of years and decided with this project it was time to expand their efforts to all the geographic areas the company serves, including Canada.

“We’re very glad they did,” Oliver said, noting the challenge ahead of the organization to come out on top in the voting. “We’re counting not only on our national network of patients and families, but on all of Las Vegas to show the rest of the nation the spirit of volunteerism here in the Valley.”

“This grant will help us make a world of difference in a world of facial differences, and we’re going to work incredibly hard to secure it.”

To vote for AmeriFace, visit their non-profit fan page on Facebook. For information or assistance, or to make a donation, visit www.ameriface.org or www.cleftadvocate.org or call (702) 769-9264.

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About AmeriFace

EDUCATE | INSPIRE | SERVE | LEAD

The mission of AmeriFace is to provide information and emotional support to individuals with facial differences and their families and increase public understanding through awareness programs and education on behalf of those we serve. We support individuals whose facial differences are present at birth, as well as those who have acquired facial differences as a result of illness, disease or trauma, such as stroke, cancer, accident and burns. Learn more at www.AmeriFace.org or call toll-free (888) 486-1209; local (702) 769-9264. **AmeriFace is a 501(c)(3) tax-exempt public charity (#32-0085490).**

About APX Alarm

APX Alarm, (www.apxalarm.com) one of the fastest growing national security alarm companies provides residential security to hundreds of thousands of customers throughout North America. Now in its 10th year of operations, APX Alarm has installed over 625,000 residential security systems. Additional corporate information can be found by visiting our website.

Documents and photos are available for this release.