

## **FOR IMMEDIATE RELEASE**

### **giDE (Global Institute for Dental Education) recognizes Aurum Ceramic as Exclusive Laboratory Sponsor**

CALGARY – Jan. 23, 2009 – giDE (Global Institute for Dental Education) today announced that Aurum Ceramic has been recognized as “Exclusive Laboratory Sponsor” for the Institute. giDE is a leading proponent of what is called blended learning, a recognition of the need for both classroom training as well as education taken online at the time and convenience of the dentist. It’s the combination of these two educational modalities that allows today’s practitioner to excel in ways that weren’t practical or attractive just a few years ago. giDE technology utilizes a powerful streaming video playback that allows instant, smooth viewing of all Lectures On Demand. Thousands of dentists around the world have benefited from giDE online training, especially in the fields of implant and aesthetic dentistry.

“It has been a goal of giDE to extend the library into the realm of dental laboratory services by adding courses from this point of view. In Aurum Ceramic, we’ve found a great, innovative partner to expand into this area of dental education”, says Laura Clark, Managing Director of giDE. “The technological advances in functional aesthetic dentistry today are among the highest impact developments on the whole field of dental care for the practitioner and patient alike. It’s time to bring more education about it online where it’s easily accessible. As one of the leading suppliers of all aspects of restorative and comprehensive esthetic dentistry in Canada and the United States, Aurum Ceramic brings a unique understanding of the dentist’s needs to the table that will help enhance our training efforts.”

#### **About giDE**

giDE (Global Institute for Dental Education) has been the global leader in online continuing education for dentists since its inception in 2003. The founding principal of the institute is that dentists everywhere should have access to quality education for the improvement of dentistry and the best care of the patient. giDE faculty is made up of expert teachers and clinicians from around the world whose work is normally found only in textbooks or at leading industry conferences. Now, the same lectures and videos that are presented from the podium can be viewed and re-viewed in hi-resolution clarity from the comfort of home or office. It’s the ultimate solution to keeping up with education in the fast moving world of modern dentistry. giDE’s online library features over 150 lectures on demand plus clinical videos, discs and much more. Online courses are available as single offers or through Membership, which allows open viewing of curriculum 24/7. To learn more visit [www.gidedental.com](http://www.gidedental.com).

#### **About The Aurum Group**

Brilliant Aesthetics. World-Class Precision. Proven New Products and Techniques. Innovative Applications. Platinum-Level Service. Superior Value. The Aurum Group of Companies

([www.aurumgroup.com](http://www.aurumgroup.com)) has made these the cornerstones of a tradition of excellence. As a leader in state-of-the-art comprehensive esthetic and restorative dentistry for patients of all ages, we are committed to setting the platinum standard in laboratory services and outstanding results. The Aurum Group has always been committed to supporting dentistry with not only the most technologically advanced restorative materials and techniques available but also in terms of research, education and program assistance. We are proud to be a Platinum Lab Partner, and one of only two LVI Designated Laboratories, of The Las Vegas Institute of Advanced Dental Studies (LVI). The Aurum Group works closely with the Pacific Implant Institute, DOCS, and PTC; is a Corporate Gold Member of AACD; and is a supporter of Oral Health America; Dentistry Canada Fund and many other foundations and initiatives.