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FOR IMMEDIATE RELEASE

Apicella-Lorei Orthodontics Celebrates Grand Reopening in Mechanicsburg

Mechanicsburg, PA — July 14, 2014 — Mechanicsburg-based Apicella-Lorei Orthodontics has undergone a major renovation and recently celebrated the unveiling of the remodel with an open house and ribbon cutting ceremony with the Mechanicsburg Chamber of Commerce.

The Mechanicsburg office, which opened in 1971, underwent an extensive floor-to-ceiling remodeling project that was completed in June. The relaxing, coastal-themed interior has been equipped with a state-of-the-art lobby area including an iPad Bar and Xbox stations to keep young patients entertained during their brief wait. The project also included several wall demolitions to create new spaces, as well as new flooring, counters, furniture, custom brushing station, consultation room and patient stations. “We’re pleased to offer our patients a fresh new look and experience in our office,” said Dr. Apicella.

The practice, under the direction of Drs. Albert Apicella and Brian Lorei, offers orthodontic care to adults and children. “With our design, application and control of orthodontic appliances, we can help patients address a wide range of dental and facial concerns,” explains Dr. Lorei. Placing a high level of importance on providing an enjoyable orthodontic experience, the office offers both digital impressions and imaging, the revolutionary Damon Smile Braces, as well as the popular Invisalign, which straightens teeth through a series of removable aligners without the use of metal wires or brackets.

“We’re proud to have a business right here in our community that’s committed to enhancing the health, aesthetics, and well-being of those in need of orthodontic care,” added Jeff Palm, Executive Director of the Chamber of Commerce.

Apicella-Lorei Orthodontics is located at 400 E. Main St. in the borough of Mechanicsburg. They also have an office in Carlisle at 21 State Avenue. Hours of operation are: Monday-Tuesday 7am to 5pm and Wednesday-Thursday 8am to 5pm. For more information, visit www.straightmiles.com.



Dr. Brian Lorei and Dr. Albert Apicella cut the ribbon with Jeff Palm, Executive Director of the Mechanicsburg Chamber of Commerce, to celebrate the grand reopening of Apicella-Lorei Orthodontics. Also pictured are: Mechanicsburg Mayor Jack Ritter, Krystin Blauch of the West Shore Chamber of Commerce, and members of the Mechanicsburg Chamber of Commerce: John Taylor, Anne-Marie Brandt, Michael Giordano and Sue Erdman.

About Mechanicsburg Chamber of Commerce

The Mechanicsburg Chamber of Commerce supports a variety of community, business and economic development programs throughout the year. It has over 400 business and residential members throughout South Central Pennsylvania; and focuses on the Mechanicsburg Borough, Hampden, Lower Allen, Monroe, Silver Spring and Upper Allen Townships.

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