



**FOR IMMEDIATE RELEASE**

***Elmhurst Business, Sonrisas Sonas (Healthy Smiles), Opens a 6,200 sq. ft. Office on 82nd Street with Plans to Hire up to 10 New Employees in 2013.***

October 15, 2012 – Dr. Ismael Bastida, founder and owner of Smile Designs Dental Care, located at 40-06 82nd Street, is pleased to announce the opening of a second business, **Sonrisas Sonas**, just a couple doors south at 40-14 82nd Street. In a renovated commercial space measuring 6,200 square feet, patients of all ages and backgrounds will enjoy a high quality, clean and modern office environment featuring excellent client service—all at affordable prices.

“We are proud to announce the opening of our second location on 82nd Street in Elmhurst, Queens,” said Dr. Bastida. “Many people may ask why we would open a new location on the same block. The reason is that we love the neighborhood.”

“This is an exciting announcement for Dr. Ismael Bastida and his team. Their successful expansion to a second Elmhurst location, with plans to hire more administrative and dental staff over the next year, is a testament to the hard work and extraordinary patient service they have provided to clients for over 20 years,” said Queens’ Assemblyman Francisco Moya, a member of New York State Assembly’s Committee on Economic Development, Job Creation, Commerce and Industry.

As a family owned and operated business, Dr. Ismael Bastida’s daughter, Ms. Araceli Bastida, manages office administration, human resources, and patient services. According to Ms. Bastida, Smile Designs Dental Care presently has five employees; the new business, Sonrisas Sonas, may increase the staff count by as many as 10 over the next year.

Araceli Bastida attributes the success of the business to her father’s passion, commitment and work ethic; and to a company philosophy that places the needs of the patient above all else.

“There are a few things behind Dr. Bastida’s success besides his love for dentistry,” said Ms. Bastida. “He works long hours and our office is open seven days a week. We do this because we understand our community and its needs.”

“Our goal,” Ms. Bastida said, “is to continue providing excellent dental care so that families will keep coming to us for all their oral health needs. We love dentistry and the 82nd Street community just as much!”

“We are fortunate to have Dr. Ismael Bastida and Araceli as members of the 82nd Street Partnership. They are always finding ways to make 82nd Street a better place to visit,” said Seth Taylor, Executive Director of the organization that manages and promotes the 82nd Street business community. “Today’s announcement reminds us that 82nd Street is not just a great shopping and food destination, but also a thriving center for top-quality and affordable dental, medical and professional services.”

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**CONTACT**

Sonrisas Sonas, please visit [www.DrBastida.com](http://www.DrBastida.com) or call (718) 397-7777

82nd Street Partnership, please visit [www.82ndStreet.org](http://www.82ndStreet.org) or call (718) 335-9421