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**Laser Spine Institute Includes Community In  
Holiday “Choose Your Charity” Facebook Campaign**  
*Leader In Endoscopic Spine Surgery Contributes \$7,000 To  
Six Separate Charities With Social Media Fan Involvement*

TAMPA, Fla. – Bill Horne, CEO of Laser Spine Institute (<http://www.laserspineinstitute.com>), the leader in endoscopic spine surgery, has announced that the facility has launched Choose Your Charity, which will support six separate charities this holiday season, including The Spine Foundation, The Humane Society of Tampa Bay, Alex’s Lemonade Stand, Feeding America, Operation Homefront, and Esping Family Foundation, with the dollar amount donated to each charity determined by Laser Spine Institute’s Facebook fans. Participants who “like” the Laser Spine Institute page have the option to select the charity to which they wish the facility to grant the largest financial gift. Voting will last through Friday, Dec. 30 and will be open for fans to vote once per day from individual Facebook accounts. A total of \$7,000 will be distributed, with all six charities receiving a financial donation. The donation amounts increase incrementally with the organization securing the most votes getting the largest donation. Voting results will be announced in order of popularity from the Facebook page on Monday, Jan. 2.

**QUOTE:**

“We could not be more excited to have the opportunity to contribute to six different charities this holiday season,” said Horne. “Each of these charities has a significant impact on our local communities and all are important to the Laser Spine Institute employers and supporters. We look forward to having our Facebook fans’ opinions included in our contributions this year, and letting individuals choose what matters most to them.”

**NEW MEDIA CONTENT:**

Laser Spine Institute blog  
<http://blogs.laserspineinstitute.com>

Laser Spine Institute on Twitter  
<http://www.twitter.com/laserspine>

Laser Spine Institute on Facebook  
<http://www.facebook.com/laserspine>

Laser Spine Institute on YouTube  
<http://www.youtube.com/user/LaserSpineInstitute>

Laser Spine Institute Seminar Information  
<http://www.spineseminar.com>

**DETAILS:**

- The charity with the highest number of Facebook votes will receive a \$4,000 donation. All other favorite charities will receive contributions in the following order based on Facebook votes - \$1,000, \$800, \$600, \$400 and \$200.

**ABOUT LASER SPINE INSTITUTE:**

Laser Spine Institute offers a safe and effective alternative to open back and neck surgery, by using the latest techniques in minimally invasive procedures, alleviating the painful symptoms of sufferers from around the world. The leader in endoscopic spine surgery, Laser Spine Institute treats a variety of spinal conditions, including spinal stenosis, degenerative disc disease, pinched nerves, bone spurs, bulging/herniated discs and sciatica. Laser Spine Institute's renowned medical team provides treatment at four surgical centers in Tampa, Fla., Scottsdale, Ariz., Philadelphia and Oklahoma City, and medical consultations at facilities in San Diego, The Villages, Fla. and Fort Lauderdale, Fla. For more information, visit <http://www.laserspineinstitute.com>.

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