

NEWS RELEASE

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FOR IMMEDIATE RELEASE

AMERICA'S TOOTHFAIRY LAUNCHES ANNUAL SMILE DRIVE TO INCREASE CHILDREN'S ACCESS TO ORAL CARE PRODUCTS

National Children's Dental Health Month campaign to exceed 1 million products collected for children in need

(Charlotte, NC, February 1, 2017) – America's ToothFairy: National Children's Oral Health Foundation announced today the launch of its annual Smile Drive. The purpose of this national campaign is to raise awareness of the importance of children's dental health and collect toothbrushes, toothpaste and other oral care products for underserved children throughout February, National Children's Dental Health Month. America's ToothFairy launched its first Smile Drive in 2014 and this year will exceed more than one million products collected for underserved children through Smile Drive campaigns.

"A toothbrush and toothpaste is something many of us take for granted," said Jill Malmgren, Executive Director of America's ToothFairy. "However, for the families we serve, the expense of purchasing and regularly replacing oral care products can be a hardship. As a result, children often share toothbrushes with their siblings, use the same toothbrush for years, or simply don't have one at all, which negatively impacts their dental health."

Operating similar to a canned food drive, the Smile Drive is an easy, fun way to impact the lives of local children. Participants simply set up a donation box, collect as many products as possible and deliver the items to a local charity serving youth in need. Smile Drive participants select a local non-profit organization of their choice to receive their donations or may also deliver them to a local chapter of the Boys and Girls Clubs of America, the America's ToothFairy Smile Drive recipient for 2017. All participants receive access to a free Smile Drive Toolkit with downloadable flyers, templates and other tools for promotion.

Kristy Heine, CDA, and her colleagues at Jordan and Young Dental, in Windsor, Connecticut, collected 661 products during last year's Smile Drive. "Our patients were delighted to know our office was participating in the Smile Drive," Kristy said. "Our donations were delivered to our local food bank, which was very excited to receive them since dental hygiene items are often overlooked when donating to a food bank. We are proud that our collected items served those in need in our community, and we look forward to participating this year with even bigger numbers!"

Registration is open throughout February at www.SmileDrive.org.

About America's ToothFairy: National Children's Oral Health Foundation

America's ToothFairy: National Children's Oral Health Foundation is dedicated to raising awareness of one of the most prevalent chronic childhood illnesses: pediatric dental disease, facilitating the delivery of comprehensive oral health services and improving quality of life for underserved

children. Through the #MySmileMatters Youth Movement, collaborative partnerships with a diverse array of national service organizations, growing network of non-profit clinical partners, dedicated professional and student volunteers and a suite of high-impact community education and service programs, America's ToothFairy is building a powerful, united effort to eliminate tooth decay and protect the smiles of our most vulnerable children. For more information, visit www.AmericasToothFairy.org.

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