

NEWS RELEASE

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FOR IMMEDIATE RELEASE

AMERICA'S TOOTHFAIRY CAMPAIGN AIMS TO "BRING THE SMILES BACK."

(Charlotte, NC, February 3, 2021) As many nonprofit dental clinics are struggling to get caught up after the COVID-19 shutdowns, and families across the country delay essential dental treatment due to financial difficulties, America's ToothFairy has responded with a new campaign to help "Bring the Smiles Back."

Throughout National Children's Dental Health Month in February, America's ToothFairy is running their More Smiles Campaign, an opportunity for dental professionals to give so that kids can get the restorative care they urgently need regardless of their family's ability to pay. Proceeds will fund grants that support the direct care of pediatric patients from nonprofit dental clinics participating in America's ToothFairy programs.

With COVID guidelines making it harder for dental professionals to donate their time and skills during special charity dental events and limiting the number of patients that can be seen, this campaign provides an option which supports community nonprofit dental providers and helps keep underserved youth out of the emergency room due to dental pain and infections. Most grant awards range from \$500 to \$1,000.

"Patients who need these grants do not have the resources to cover all the expenses associated with the comprehensive services they need," Jill Malmgren, Executive Director at America's ToothFairy said. "Our grants serve as a bridge by overcoming these costs and obstacles to care. Contributing to this program provides an opportunity to give a child life-changing dental care while helping support the work of nonprofit dental clinics serving populations in need."

To learn more about the campaign visit MoreSmilesCampaign.org.

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

As a resource provider, America's ToothFairy increases access to oral health care by supporting nonprofit clinics and community partners delivering education, prevention and treatment services for underserved children. Since its inception in 2006, America's ToothFairy has distributed more than \$22 million in donated products, educational materials and financial grants to improve oral health outcomes for children and youth in need. For more information, visit AmericasToothFairy.org.



A young patient is all smiles after receiving composite fillings at San Gabriel Valley Foundation for Dental Health in Temple City, CA, one of 57 safety-net dental clinics that receive support from America's ToothFairy to help children living in underserved communities access dental care.