

NEWS RELEASE

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FOR IMMEDIATE RELEASE

ONLINE AUCTION WILL HELP STRUGGLING FAMILIES ACCESS DENTAL CARE FOR THEIR CHILDREN

(Charlotte, NC, March 16, 2021) – This week America's ToothFairy will launch their online charity auction offering dental products and equipment, and many other exciting items for bid at deep discounts. 100% of proceeds from Bid For Smiles will benefit nonprofit clinics and organizations that provide dental services to kids living in underserved communities.

"Nonprofit dental offices are stretched thin right now," said Jill Malmgren, Executive Director of America's ToothFairy. "In addition to experiencing budget shortfalls, our program members are seeing an increase in demand for services as more families face financial hardships. They are in desperate need of support from the dental community." Bid For Smiles raises funds safely online to provide aid to these organizations.

The online event will kick off this Friday and run through March 26th. Participants are encouraged to register at BidForSmiles.org in order to receive updates and reminders.

Most items up for bid include discounts of up to 50% off retail prices, and include:

- Cavitron® 300 Package donated by Dentsply Sirona
- VALO Grand Red Rock Curing Light donated by Ultradent
- Nupro® Freedom® Cordless Prophy System donated by Dentsply Sirona
- Vista Apex PinkWave™ Curing Light donated by Vista Apex
- And items from Centrix, Elevate Oral Care, Ranir, SDI, Shatkin F.I.R.S.T. and more!

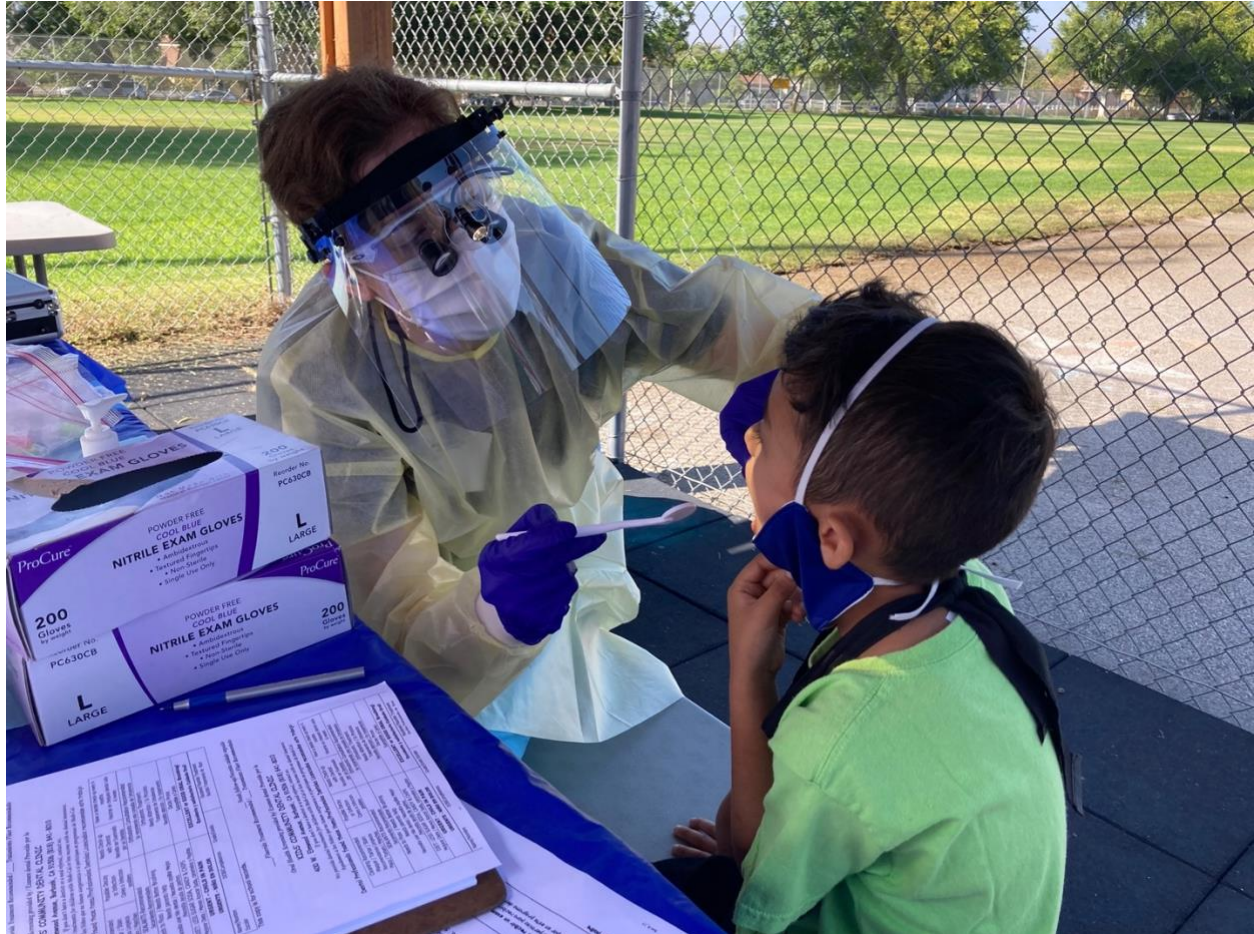
The event offers an excellent opportunity for companies to showcase their products to dental professionals across the country. Auction items are still being accepted. Corporate campaign sponsors include Henry Schein and Kleer. To join the list of event sponsors or to donate an auction item, contact Jill Malmgren at jmalmgren@ncohf.org or call 704-965-2070.

Since 2014 the auction has raised more than \$600,000 to provide resources to nonprofit organizations that help kids in need access a dental home and the preventive care they need to have a healthy smile and a brighter future.

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 child is examined during a screening event held by Kids Community Dental Clinic in Burbank, CA. The clinic is one of 59 organizations in 24 states that receive support from America's ToothFairy. Funds raised during Bid For Smiles helps provide resources to member organizations serving children in need.