

NEWS RELEASE

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FOR IMMEDIATE RELEASE

AMERICA'S TOOTHFAIRY AND DENTAQUEST TEAM UP TO HELP KIDS LEARN ABOUT FLOSSING AND GUM DISEASE THIS SUMMER

(Charlotte, NC, June 15, 2021) America's ToothFairy has launched a new opportunity for children to win prizes while learning about the importance of flossing. Starting today, kids between the ages of six and 13 can sign up to participate in the HERO Challenge, a superhero-themed education initiative, for the chance to win the grand prize, a Nintendo® Switch gaming console or a \$300 Nintendo or PlayStation® gift card.

"Last year's HERO Challenge was so much fun. We are thrilled to partner with DentaQuest once again to continue the campaign this summer," said America's ToothFairy Executive Director Jill Malmgren. "Prevention of dental disease through education is a major component of our mission. The HERO Challenge is a fun way for kids to learn while being creative, and the videos they create help spread awareness about the importance of healthy dental hygiene habits."

The campaign, made possible by a donation from DentaQuest, was originally developed last summer after COVID-19 lockdowns brought most in-person group instruction and educational projects to a halt. Since the HERO Challenge could be completed by children at home, learning about the consequences of tooth decay could continue. By accepting the challenge, children donned superhero costumes, completed oral health lessons, and submitted videos telling what they learned about defeating the villain "Bio-Film" and his nasty gang of bacteria.

"Participation in last year's challenge was such a success that we knew we wanted to do this again and reach even more children," said Steve Pollock, chief executive officer of DentaQuest. "Throughout the pandemic, DentaQuest has been committed to our mission of meeting oral health needs across the country. This campaign provides a kid-specific opportunity to learn lessons they can carry with them and live a healthy lifestyle well into adulthood."

This summer's participants will learn about gum disease—caused by a new villain, "Ginger Vitis"—and how it can be prevented by daily flossing. Once again, to qualify for prizes, participants must submit a video telling what they learned through the challenges. The grand prize winner will be determined by online voting. Scout troops may also participate as a group to earn free Oral Health Action HERO patches.

Kids must register online to participate and receive their mission instructions. More details about the campaign and how to register can be found at AmericasToothFairyKids.org.

About DentaQuest

DentaQuest is a purpose-driven oral health care company dedicated to improving the oral health of all. We do this through Preventistry® – our all-in approach to better care, expanded access, value-based financing, and innovative solutions. We manage dental and vision benefits for 27+ million Americans and provide direct patient care through our network of more than 80 oral health centers in 6 states. We provide outcomes-based, cost-effective dental solutions for Medicaid and CHIP, Medicare Advantage, small and large businesses, and individuals nationwide. And, we've invested more than \$200 million in grants and programs to achieve measurably healthier communities across the country. By advancing prevention-focused oral health, we will achieve better overall health for everyone. Learn more at www.DentaQuest.com and follow us on Twitter @DentaQuest, Facebook www.facebook.com/DentaQuest, Instagram @Inside_DentaQuest, and LinkedIn www.linkedin.com/company/DentaQuest.

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.



Last fall, 7-year-old Kaylee Mazzoli from Anthem, Arizona was the HERO Challenge grand prize winner of a Nintendo® Switch gaming console. Kids across the United States completed oral health lessons and submitted videos telling what they learned in order to qualify to win prizes. This year's challenge kicks off June 15th.