

NEWS RELEASE

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FOR IMMEDIATE RELEASE

America's ToothFairy, Crest and Oral-B Encourage America to Help Struggling Families Have Healthier Smiles with Smile Drive

(Charlotte, NC, February 16, 2022) This February, in celebration of National Children's Dental Health Month America's ToothFairy is encouraging Americans to join their Smile Drive with support from title sponsors, Crest and Oral-B. The program, which mobilizes volunteers to collect dental hygiene supplies for their neighbors in need, is now in its eighth year and has distributed more than 2.3 million oral care supplies to help children across the country prevent tooth decay.

When Smile Drive was launched in 2014, the campaign was reserved for National Children's Dental Health Month. Since then, it has grown to a year-round program that offers volunteers the opportunity to help families take charge of their oral health, and educate their communities about the importance of daily dental hygiene habits and oral health disparities that exist in low-income populations.

"People are often surprised to hear about kids who are excited to receive a new toothbrush, but the truth is many families share a single toothbrush," noted America's ToothFairy Executive Director, Jill Malmgren. "We regularly encounter children who don't have a toothbrush and ask for extra toothbrushes to take home for their siblings and parents."

"We are excited to have Crest and Oral-B serve as Title Sponsors of our Smile Drive program," Malmgren continued. "It's wonderful to have two widely-known and respected brands encouraging Americans to get involved and help kids develop the daily habits they need to prevent tooth decay."

For more information about Smile Drive or to register to participate, visit SmileDrive.org.

About Crest

A trusted leader in oral health, Crest was the first oral care brand to secure the ADA Seal of Acceptance for a clinically proven fluoride toothpaste. Since first introducing fluoride toothpaste 65 years ago, it is estimated that Crest has helped prevent countless cavities in the United States.

About Oral-B

Oral-B is the worldwide leader in the over \$5 billion brushing market. Part of the Procter & Gamble Company, the brand includes manual and electric toothbrushes for children and adults, oral irrigators and interdental products, such as dental floss.

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 \$23 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.