

NEWS RELEASE

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FOR IMMEDIATE RELEASE

AMERICA'S TOOTHFAIRY KICKS OFF ANNUAL SMILE DRIVE CAMPAIGN

(Charlotte, NC, August 2, 2022) Every August America's ToothFairy kicks off their annual Smile Drive—a year-long campaign that encourages volunteers to collect toothbrushes, toothpaste, floss, and other dental hygiene supplies and donate them to charitable organizations that serve families in need.

“Too frequently we hear stories of children who don't have a toothbrush at home,” Jill Malmgren, Executive Director of the nonprofit dental organization said.

“When kids can't brush daily their inevitable tooth decay can keep them from eating, sleeping, and getting an education, which ultimately contributes to the vicious cycle of poverty. That's why we offer volunteers the resources they need to collect dental hygiene supplies for families in need in their own communities.”

During the 2022 campaign, which ended June 30th:

- 112 Smile Drive were registered in 23 states.
- 750 volunteers participated.
- 114,723 products were distributed to help families in need thanks in part to generous donations from Crest, Oral-B, and SmileMakers.

Since the Smile Drive campaign launched in 2014, more than 2.3 million oral care items have been distributed to children and families in need.

“We often hear from the organizations that receive the donated items that the kids are overjoyed to receive a new toothbrush. For many kids, it's the first time they have had their own toothbrush,” Malmgren added. “The gift of a toothbrush also provides an opportunity to inform parents about the need to care for primary teeth, that cavities are caused by oral bacteria, and that sharing a toothbrush spreads infection.”

The 2023 Smile Drive runs through June 30, 2023. To find out how to volunteer or donate to the campaign, visit SmileDrive.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 \$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.



After collecting dental hygiene supplies during their Smile Drive, volunteers from Miller-Bowie Health Coalition in Texarkana, Arkansas pack 603 dental hygiene kits for children at local daycare centers. A total of 750 volunteers participated in Smile Drive, which is a program of America's ToothFairy. The 2023 Smile Drive campaign launches this week nationwide.