

NEWS RELEASE

Contact: Jan Badger, Communications Manager
Phone: 704-719-9068
Email: communications@ncohf.org



4108 Park Road, Suite 300
Charlotte, NC 28209

www.AmericasToothFairy.org

FOR IMMEDIATE RELEASE

ONE DENTAL PRACTICE CAN HELP UP TO 2,000 AT-RISK KIDS PREVENT DECAY THROUGH SMILE GUARDIAN EDUCATION INITIATIVE

(Chicago, IL – February 22, 2019) At its annual Celebration of Smiles event, held Thursday evening during the Chicago Dental Society's MidWinter Meeting, America's ToothFairy Executive Director, Jill Malmgren unveiled a new initiative that gives dental practices a way to equip at-risk kids with the information and basic tools needed to prevent decay.

"Our Smile Guardian education initiative offers dental practices the opportunity to be an Official Smile Guardian," Malmgren told the roomful of invited guests. "It's a wonderful opportunity to help prevent decay before it starts."

The initiative is a response to reports from the nonprofit dental clinics America's ToothFairy serves as part of its nationwide Dental Resource Program. "We hear so many stories of children who not only know little about proper oral health but also lack basic oral hygiene products at home," Malmgren said. "Unfortunately, most dental practices don't have access to these kids, but our partner clinics and community volunteers do. They only need the resources."

Through the initiative, benefactors help America's ToothFairy distribute Protect Your Smile Resource Kits to organizations and schools that work with at-risk populations. Depending on the level of support each benefactor chooses, up to 2,000 kids can learn about proper oral health and be provided the basic tools needed to take care of their mouths. The kits contain scripted oral health lessons and activities, toothbrushes, educational activity sheets, mirror clings and brushing charts to remind children to brush, and Smile Drive Toolkits to raise oral health awareness within the community.

For more information about the Smile Guardian educational initiative, call 704-719-9089.

About America's ToothFairy

As a resource provider, America's ToothFairy increases access to oral health care by supporting non-profit 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 \$18 million in donated products, educational materials and financial grants to improve oral health outcomes for children and youth in need. For more information, visit www.AmericasToothFairy.org.



Jill Malmgren, Executive Director of America's ToothFairy, shares information about the nonprofit organization's new education initiative during their Celebration of Smiles event held during the Chicago Dental Society's MidWinter Meeting in Chicago, February 21st.