

NEWS RELEASE



IMMEDIATE RELEASE

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National Children's Oral Health Foundation Releases Public Service Announcement Raising Awareness of Pediatric Dental Disease

(Charlotte, NC—May 4, 2010) National Children's Oral Health Foundation: *America's Toothfairy*® (NCOHF) announces the release of a powerful public service announcement (PSA) in a continued effort to raise awareness of the #1 chronic childhood illness in the United States – pediatric dental disease.

The PSA, titled *America's Toothfairy: Transforming Children's Lives*, can be viewed at www.AmericasToothfairy.org and is available for widespread distribution in both a 3-minute and 60-second format. The goals of both versions are to educate the general public about the prevalence of pediatric dental disease and highlight the measures that NCOHF nonprofit Affiliate healthcare facilities are taking to provide underserved children nationwide with compassionate, comprehensive oral healthcare.

“Millions of children are suffering in silence from oral pain so severe that it impacts their ability to eat, sleep, and learn on a daily basis,” said Fern Ingber, NCOHF President and CEO. “With access to basic preventive care and simple educational tools, pediatric dental disease is completely preventable. We hope this film will create a robust public dialogue surrounding our country's oral health epidemic and encourage increased support for nonprofit healthcare centers that work tirelessly on limited resources to eliminate this disease from future generations.”

America's Toothfairy: Transforming Children's Lives was produced by Emulsion Arts, an award-winning film production company based in Charlotte, North Carolina. DENTSPLY International, the world's largest dental products company and a dedicated NCOHF Underwriter since 2006, generously provided full funding for the video project. To receive a copy of *America's Toothfairy: Transforming Children's Lives* for website or television broadcast, please contact Kristin Kenyon, NCOHF Communications and Development Manager, at 704-350-1600.

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About National Children's Oral Health Foundation: *America's Toothfairy*® (NCOHF)

National Children's Oral Health Foundation: *America's Toothfairy* (NCOHF) is a 501(c)(3) nonprofit, dedicated to raising awareness of the #1 chronic childhood illness: pediatric dental disease, facilitating delivery of comprehensive pediatric oral health services, and eliminating this preventable disease from future generations. NCOHF draws on vast national resources to secure and distribute product and financial donations along with innovative preventive programs to a growing network of not-for-profit university and community based dental clinics, health centers, and mobile programs throughout America.

For more information about NCOHF, please visit www.AmericasToothfairy.org.

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