

NEWS RELEASE



IMMEDIATE RELEASE

Contact: Kristin Kenyon
Phone: (704) 350-1600
Fax: (704) 350-1333
E-mail: kkenyon@ncohf.org

4108 Park Road
Suite 406
Charlotte, NC 28209
(704) 350-1600
Fax (704) 350-1333
www.AmericasToothfairy.org

Hu-Friedy Product Donation Benefits NCOHF Affiliate

(Charlotte, NC— July 29, 2010) Hu-Friedy, the global leader in the manufacture of dental instruments, recently donated dental products valued at \$11,396.00 to National Children's Oral Health Foundation: *America's Toothfairy*® (NCOHF) to enhance vital oral health services for children from vulnerable populations.

Howard University, a member of the NCOHF Affiliate network, received the generous contribution of Hu-Friedy dental supplies that will aid in expansion of University pediatric oral health outreach programs in the Washington, DC metro area. As an NCOHF Affiliate, Howard University is part of a national network of more than 60 nonprofit healthcare programs with a shared mission to provide the best education, prevention, and treatment programs for underserved children. In less than 5 years, NCOHF has delivered over \$7 million in funding and donated products to Affiliate partners across the country.

"Hu-Friedy is proud to be affiliated with National Children's Oral Health Foundation and we are happy to make this donation which will help children get access to care that will improve their overall oral health," said Ron Saslow, President and Chief Executive Officer of Hu-Friedy.

"At Hu-Friedy our mission is to improve lives through better dentistry – smile after smile, so our support of the NCOHF is a natural extension of this fundamental purpose."

"We are very grateful that Hu-Friedy supports our mission to eliminate children's suffering from preventable pediatric dental disease," said Fern Ingber, NCOHF President and CEO. "Generous NCOHF partners like Hu-Friedy make it possible for NCOHF Affiliates to giving underserved children the comprehensive care they deserve."

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About Hu-Friedy

Founded in Chicago in 1908, Hu-Friedy Manufacturing Company helps dental professionals perform at their best by producing dental instruments designed to function as an extension of each practitioner's particular skill. Its products, hand-crafted by highly-skilled artisans, are known for their precision, performance, longevity, reliability and quality. Hu-Friedy products are distributed in more than 75 countries, and the Company has offices in Rotterdam, Leimen, as well as Shanghai and Tokyo.

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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