

# NEWS RELEASE



## IMMEDIATE RELEASE

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

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

### **Free coffee, valuable results when Greater New York attendees support National Children's Oral Health Foundation through recycling efforts**

*3M ESPE challenges attendees to match donation worth \$10,000 from ADA Annual Session participants*

(Charlotte, NC— November 17, 2010) National Children's Oral Health Foundation (NCOHF) and 3M ESPE encourage Greater New York Dental Meeting attendees to support *America's Toothfairy®* through recycling efforts at the show. From Nov. 28-30, 3M ESPE street teams will distribute complimentary beverages as part of the RelyX™ Unicem 2 Automix Cement launch. The cup bands can be recycled at 3M ESPE's booth and for each cup band recycled, 3M ESPE will donate dental products to NCOHF. Similar activities at the American Dental Association Annual Session resulted in 3M ESPE donating \$10,000 worth of dental products.

"The support of ADA attendees was overwhelming and we encourage those going to Greater New York to match the effort," said Tim McGlynn, 3M ESPE marketing manager. "NCOHF is an eco-conscious organization that provides immeasurable support to children in need. This is a unique opportunity for every attendee to help NCOHF fight childhood dental disease"

"3M ESPE has been a dedicated partner in our mission to ensure all children can receive comprehensive oral health services," said Fern Ingber, NCOHF president and CEO. "We are proud to be the beneficiary of another innovative 3M ESPE program that promotes both recycling and healthy futures for underserved children in our country."

NCOHF is a nonprofit group dedicated to eliminating preventable pediatric dental disease. The organization supports direct delivery of oral health restorative, educational and preventive programs for underserved youth through a national Affiliate network of not-for-profit university- and community-based dental programs. NCOHF has helped more than one million children receive comprehensive care since its founding in 2006.

For more information call 1-800-634-2249 or visit [www.3MESPE.com/RelyXUnicem2](http://www.3MESPE.com/RelyXUnicem2)

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## About 3M ESPE

3M ESPE manufactures and markets more than 2,000 products and services designed to help dental professionals improve their patients' oral health care. 3M Health Care, one of 3M's six major business segments, provides world-class innovative products and services to help health care professionals improve the practice and delivery of patient care in medical, oral care, drug delivery and health information markets. For more information on the complete 3M ESPE line of dental products visit the 3M ESPE Web site at [www.3MESPE.com](http://www.3MESPE.com) or call the 3M ESPE Technical Hotline at 1-800-634-2249. Products are available for purchase through authorized 3M ESPE distributors.

### Contact:

Mary Prevost  
Karwoski & Courage  
(612) 342-9716  
[m.prevost@creativepr.com](mailto:m.prevost@creativepr.com)

Mary C. Kokkinen  
3M Public Relations & Corporate Communications  
651-733-8806  
[mckokkinen@mmm.com](mailto:mckokkinen@mmm.com)

## 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](http://www.AmericasToothfairy.org)

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