

IMMEDIATE RELEASE

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Toothfairy Signs Deal With NCOHF

(Charlotte, NC – October 20, 2011) The Toothfairy has just signed an endorsement deal with the National Children's Oral Health Foundation: *America's Toothfairy*[®] (NCOHF), and it couldn't come at a better time. With Halloween just around the corner, the Toothfairy needs all the help she can get. Actually, Halloween kicks off the Tooth season. It is like Black Friday for the holiday shopping season. Unlike Santa Claus, the Toothfairy is on her own...no elves, just one fairy. Terms of the deal remain undisclosed.

"The Toothfairy is absolutely ecstatic about her new partnership with NCOHF: *America's Toothfairy*. She has been working so hard for so many years. She is looking forward to having some help in promoting messages of prevention in order to ensure all children have beautiful, healthy smiles," commented a Toothfairy representative.

"We are thrilled to be working with the Toothfairy in the fight against severe tooth decay," stated Fern Ingber, NCOHF: *America's Toothfairy* President and CEO, "It is a dream come true!"

"(Sigh) I don't think anyone has any idea of all the things I am trying to juggle. Tooth season is so hectic. Just preparing for it is exhausting! Think about it. In addition the usual, I need to clear space in the warehouse, polish my wings and then there is extensive physical training, after all, I am covering countless miles each night!" remarked the Toothfairy about her upcoming busy season. What you may not realize is that the "usual" duties of the Toothfairy go far beyond just flying around and collecting teeth. She serves as an educator about the importance of oral health, a preventer of severe tooth decay and a protector of our children.

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In fact, millions of children in this country are suffering in silent agony from the devastating effects of pediatric dental disease. NCOHF: *America's Toothfairy* was founded to address this growing epidemic by supporting vital preventive, restorative, and educational oral health services for at-risk children through a national Affiliate network of community-based oral health clinics and outreach programs. You can help by serving as role models for children by brushing, flossing and rinsing twice a day and visiting your dentist regularly. You can also help to rescue vulnerable children from pediatric dental disease through Trick or Treat for *America's Toothfairy*. Save children from preventable pain by visiting <http://www.AmericasToothfairy.org> to set up your personal virtual fundraising page and encouraging your friends and family to donate to this smile-saving, child-saving cause.

Now you know the facts and now you know how you can help. What are you waiting for?

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: *America's Toothfairy* 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: *America's Toothfairy*, please visit www.AmericasToothfairy.org.

About the Toothfairy

The Toothfairy is a true superhero, serving as an Educator about the importance of oral health, Preventer of Disease and Protector of our children.

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