

## IMMEDIATE RELEASE

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### ***America's Toothfairy* Releases New PSA**

(Charlotte, NC – November 10, 2011) National Children's Oral Health Foundation: *America's Toothfairy*<sup>®</sup> (NCOHF) partnered with 5<sup>th</sup> P Advertising, LLC in the development of bi-lingual public service announcements designed to engage the public in positive health behaviors and raise awareness about the potentially devastating effects of pediatric dental disease. Entitled *We Can Beat It*, the television, radio, print and web PSAs emphasize prevention strategies and oral health's inextricable link with overall health.

The PSAs will begin airing in both English and Spanish throughout the Washington, DC greater metro area thanks to a generous grant from the DentaQuest Foundation as part of the *Oral Health Matters: An Oral Health Social Marketing Campaign*. Through this campaign, NCOHF is collaborating with Howard University and community stakeholders to effect behavioral change in oral health through innovative educational programs in our nation's capital.

The PSAs can be viewed at [www.AmericasToothfairy.org](http://www.AmericasToothfairy.org). To receive a copy of the PSA for print, web, television or radio broadcast, please contact Jill Malmgren, Marketing & Communications Manager at (704) 350-1600 or via email at [jmalmgren@ncohf.org](mailto:jmalmgren@ncohf.org).

"Our children deserve to live healthy, prosperous lives, and we are proud to contribute in any way we can to help *America's Toothfairy* deliver on that promise," said Carlos-Fernando Hurtado, President of 5<sup>th</sup> P Advertising.

"We are very grateful to have the opportunity to work with the very talented 5<sup>th</sup> P Advertising team in the development of bi-lingual PSAs and other materials that raise awareness of the importance of oral health and stress simple ways to prevent tooth decay," said Fern Ingber, NCOHF President and CEO.

Founded in 2006 to address the growing epidemic of pediatric dental disease, NCOHF supports innovative oral health programming and delivery of comprehensive care to at-risk children through a national Affiliate network of community-based oral health clinics and outreach programs. In five years, NCOHF has delivered nearly \$10 million in direct funding, donated dental products and educational resources to the growing Affiliate network through the generosity of dedicated supporters enabling Affiliates to reach over 1 million children with vital preventive, restorative, and educational oral health services.

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### **About 5<sup>th</sup> P Advertising, LLC**

Located in San Francisco, California, 5<sup>th</sup> P Advertising, LLC is a leader in creating insightful and original communications that resonate with the multi-cultural population of America. 5<sup>th</sup> P Advertising leverages demographic and psychographic insights to gain an understanding the core essence of brands and how they relate to the needs and wants of consumers. As champions of the missing "P" in the marketing mix - **PEOPLE**, the 5<sup>th</sup> P Advertising team generates comprehensive, organic and intelligent marketing communications plans that encourage engagement and action. For more information, please contact Carlos-Fernando Hurtado, [Carlos-fernando@5th-p.com](mailto:Carlos-fernando@5th-p.com) or 714 – 655 2787

### **About the DentaQuest Foundation**

Committed to the support and promotion of optimal oral health for all, the DentaQuest Foundation works in collaboration with local, state and national partners to reduce health inequities, promote prevention, foster civic engagement and influence systems that promote oral health beyond the clinical setting. The DentaQuest Foundation makes grants and supports programs that improve oral health policy, access to care, public and private funding for oral health and community-based prevention. For more information, please visit [www.dentaquestfoundation.org](http://www.dentaquestfoundation.org).

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

National Children's Oral Health Foundation: *America's Toothfairy*<sup>®</sup> (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. *Oral Health Matters: An Oral Health Social Marketing Campaign* supports the Oral Health Zone Program<sup>®</sup> developed by NCOHF to guide community leaders in sharing information, developing a strategy and identifying the human and financial resources needed to combat pediatric dental disease.

For more information about NCOHF, the Oral Health Zone Program<sup>®</sup> and *Oral Health Matters: An Oral Health Social Marketing Campaign*, please visit [www.AmericasToothfairy.org](http://www.AmericasToothfairy.org).

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