

NEWS RELEASE



IMMEDIATE RELEASE

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***America's Toothfairy®* and Consumer Guide to Dentistry Team Up to Combat Pediatric Dental Disease**

(Charlotte, NC—October 28, 2009) National Children's Oral Health Foundation: *America's Toothfairy®* (NCOHF) and Consumer Guide to Dentistry are working together to eliminate children's suffering from pediatric dental disease.

An NCOHF promotional campaign was recently launched on the Consumer Guide to Dentistry website, which expects to have 1.4 million visitors this year. Featured on more than 60 of the Guide's informative pages, the animated campaign alerts readers to the growing problem of pediatric dental disease and encourages them to join the fight against this preventable illness by supporting NCOHF programs and services.

"Consumer Guide to Dentistry is proud to support *America's Toothfairy®* in its mission to prevent pediatric dental disease and protect underserved children," said Greg Johnstone, Associate Publisher. "By taking the NCOHF message to our growing consumer base, we are confident it will produce a synergistic effect that will further this important cause."

Fern Ingber, NCOHF President and CEO, stated, "NCOHF is proud to partner with Consumer Guide to Dentistry, a generous publication that shares our mission to give America's children the building blocks they need for healthy smiles and happy futures. Featuring *America's Toothfairy®* throughout Consumer Guide to Dentistry will build more awareness about pediatric dental disease and attract support to eliminate this preventable epidemic."

About Consumer Guide to Dentistry

Online since 2007, Consumer Guide to Dentistry provides more than 100 pages of easy-to-understand, dentist-reviewed education about all aspects of dentistry and oral health. The site is produced by Ceatus Media Group, an online publisher of consumer health information portals, and is accredited by the Health on the Net Foundation. For more information, please visit www.YourDentistryGuide.com.

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

The 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.