

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

Trident Toothfairy Grants Awarded by The National Children's Oral Health Foundation to Fund Early Childhood Oral Healthcare Initiatives

(Charlotte, NC—November 2, 2009) Through the generosity of Trident®, National Children's Oral Health Foundation: *America's Toothfairy*® (NCOHF) recently awarded grants totaling \$100,000 to four not-for-profit university and community-based dental programs. The Trident Toothfairy Grants are funding critical early childhood oral health preventive, treatment and educational training programs. Howard University in Washington D.C., University of California at San Francisco, University of Illinois at Chicago, and Arkansas Oral Health Coalition each received \$25,000 to help reach thousands of young children and caregivers in their communities. Facilities are members of NCOHF's national Affiliate network and are dedicated to delivering comprehensive oral health treatment and preventive educational programs to millions of underserved children and their families.

Fern Ingber, NCOHF President and CEO, expressed her appreciation, stating "effective oral health practices must be established during a child's early years, and NCOHF is fortunate that Trident understands the key to eliminating pediatric dental disease lies in comprehensive preventive therapies and educational programs. These generous grants allow NCOHF Affiliates to establish programs that provide vital services and smile-saving oral healthcare basics for our nation's youngest generation."

"For over forty years, Trident has been an innovator and leader in oral care advancements, beginning with the introduction of Trident in 1964 as the first cavity-fighting, sugar-free gum," said Lesya Lysyj, executive vice president, marketing, Cadbury North America. "Our partnership with NCOHF enables us to continue our commitment to promote good corporate citizenship in the communities we touch by helping to raise awareness and funds to fight oral disease among thousands of children in need."

About National Children's Oral Health Foundation: *America's Toothfairy*®

National Children's Oral Health Foundation: *America's Toothfairy*® (NCOHF) is a 501(c)(3) nonprofit, established with the sole purpose of eliminating the #1 chronic childhood illness: pediatric dental disease, and promoting innovative educational and preventive treatment programs for millions of children with little or no health care coverage. Supporting a growing network of nonprofit community based programs and dental school clinics, NCOHF is dedicated to raising awareness of this debilitating disease, facilitating much-needed comprehensive pediatric oral health solutions, and eliminating preventable pediatric dental disease from future generations.

For more information on the National Children's Oral Health Foundation, please visit www.AmericasToothfairy.org.

About Trident® Sugar-Free Gum

Trident gum has long been a pioneer in providing oral health benefits to consumers. Trident was the first gum brand of its kind to undergo extensive long-term clinical testing in 1967 with studies showing that people who chewed Trident experienced significantly fewer cavities. Most recently, the brand introduced Trident Xtra Care™ with Recaldent®, a great tasting sugar free gum that delivers superior strengthening power versus regular sugar-free chewing gum. Today, Trident is the best selling chewing gum and sugar-free gum in the world¹, and a recent study showed that the brand continues to be recommended by four out of five dentists who would recommend sugar-free gum for their patients who chew gum².

###

¹ 2007 Euromonitor

² Data on file