

NEWS RELEASE



IMMEDIATE RELEASE

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America's Toothfairy® and Alpha Omega International Dental Fraternity Form Partnership to "Change A Smile, Change A Life."

(Charlotte, NC—December 10, 2009) National Children's Oral Health Foundation: *America's Toothfairy®* (NCOHF) and Alpha Omega International Dental Fraternity (AO) have formed a partnership to give promising at-risk teens a brighter future through the NCOHF **Tomorrow's SMILES®** program.

Tomorrow's SMILES® was created and initially funded by a gift from Dr. Ronald Goldstein, a highly respected clinician, author and lecturer, and internationally recognized member of the Alpha Omega Dental Fraternity. Through this partnership, AO is leading recruitment efforts to assemble volunteer **Tomorrow's SMILES** clinicians among its members and their colleagues. In addition to providing comprehensive restorative functional and esthetic treatment for students without the financial means to pay for the services, AO volunteer dental professionals educate students about the importance of good oral health and offer guidance on maintaining their healthy **Tomorrow's SMILES**. In return, **Tomorrow's SMILES** students share these valuable lessons with elementary school children through the program's **Pay-It-Forward** component, ensuring that good oral hygiene habits are instilled early in a child's life.

"Alpha Omega is proud to offer our members a significant opportunity to underscore their dedication to community service through our partnership with NCOHF," said Dr. Daniel N. Uditsky, current AO International President. "By assuming a national leadership role in the innovative **Tomorrow's SMILES®** program, Alpha Omega members are able to provide life-changing comprehensive oral health services and directly impact the next generation of dental consumers."

Fern Ingber, NCOHF President and CEO, stated, "Through Dr. Goldstein's philanthropic leadership and creative vision, volunteer Alpha Omega professionals are giving our nation's most promising underserved youth a renewed hope for a brighter future. We are thrilled that Alpha Omega, one of the world's leading philanthropic community service-oriented professional organizations, has named **Tomorrow's SMILES** as a charity of choice."

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About Alpha Omega International Dental Fraternity

Alpha Omega is the world's oldest international dental organization. It was founded in 1907 by a group of dental students, originally to fight discriminatory practices that pervaded dentistry. Today, it is primarily an educational and philanthropic organization. With the establishment of its Global Oral Health Initiative, AO's members throughout the United States, Canada, South America, Europe, Israel, South Africa, Australia, and New Zealand, improve thousands of lives via fundraising efforts and volunteerism. Alpha Omega represents about 6,000 active dentists worldwide.

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.