

Practice of Distinction Resource:

Patient Newsletter Content: Canada's ToothFairy Smile Drive

Use these announcements in your newsletter or website to let your patients know how you are helping children in need through the Canada's ToothFairy Smile Drive and how they can participate.

General Smile Drive Announcement:

Join us for the Smile Drive!

We are excited to announce that **(PRACTICE NAME)** is participating in the Canada's ToothFairy Smile Drive—a national campaign taking place during April 2016, National Oral Health Month, to raise awareness of the importance of oral health and collect oral care products for vulnerable children in our community. It is unthinkable that thousands of children go without a toothbrush, use the same one for years or don't have one at all. Together, we can do something to help!

Drop off donated oral care items at our office throughout the month of April to ensure that the children in our community have the tools they need to have bright, healthy smiles. Donated toothbrushes, toothpaste, floss and rinse will benefit **(LOCAL CHARITY NAME)**. Thank you for helping us save smiles in **(CITY OR TOWN NAME)**!

Announcement of Smile Drive Results:

Thanks for Making our Smile Drive a Success!

Throughout April, National Oral Health Month, **(PRACTICE NAME)** took part in the Canada's ToothFairy Smile Drive—a national campaign to raise awareness of the importance of oral health and collect oral care products for vulnerable children in our community. We can't thank you enough for dropping off donated oral care items for this important effort!

We are proud to announce that **(PRACTICE NAME)** collected **(NUMBER OF PRODUCTS)** toothbrushes, toothpaste, floss and rinse through the Smile Drive and delivered them to **(LOCAL CHARITY NAME)** on **(DATE OF DELIVERY)**. Their team was thrilled to receive our donations and will distribute these vital oral care products to the children they serve in **(CITY OR TOWN NAME)**. Thank you for being a part of bringing smiles to the faces of children in our community and for making our first Smile Drive a great success!