



For Immediate Release  
February 23, 2011

CONTACT: Melissa Hoebbel, (312) 836-9900  
melissa@oralhealthamerica.org

**ORAL HEALTH AMERICA ANNOUNCES A THREE YEAR, \$500,000 COMMITMENT  
FROM IVOCLAR VIVADENT, INC.**

February 23, 2011, Chicago, IL—Oral Health America (OHA) is the recipient of a three-year, \$500,000 commitment from Ivoclar Vivadent, including a \$100,000 cash contribution in 2010, continuing financial support in 2011 and 2012, and a significant donation of Fluor Protector® fluoride varnish and Helioseal® sealant. In addition, Ivoclar Vivadent and OHA will launch a matching gift program for OHA’s **Seal Two Million** campaign, which doubles the impact of gifts made by dental professionals to the organization.

“Oral Health America is truly honored by Ivoclar Vivadent’s three-year commitment, which signifies a ‘down payment’ on our programs,” said Beth Truett, President and CEO, Oral Health America. “We, in turn, commit to maximizing the impact of this wonderful gift by addressing the complex needs of vulnerable people and identifying the best ways for our programs to bring healthy mouths to life for at-risk children, families and older adults.”

After reaching our goal to seal one million teeth by 2010, OHA launched the **Seal Two Million** campaign, which promises to seal at least two million more teeth by 2020. Through today’s contribution, Ivoclar Vivadent is OHA’s first Guardian Level Sponsor for the campaign. OHA is meeting its promise to seal two million teeth through its Smiles Across America® program, which provides grant funding, technical assistance and over 500,000 units of donated dental product each year to a growing list of 109 non-profit dental care providers in 27 states. With help from leading dental companies such as Ivoclar Vivadent OHA intends to expand its outreach to all 50 states by 2014.

“We are very proud to be part of this initiative and the OHA family,” said Robert Ganley, CEO of Ivoclar Vivadent. “They do a wonderful job educating and serving those needing dental care. I truly believe that we as a profession need to stand up and take action...it’s our responsibility to help those in need of dental services.”

-more-

Ivoclar Vivadent is an international market-leading provider of innovative dental materials for quality esthetic, preventive, and prosthetic dentistry. Their clinically proven products are used and trusted by dental laboratories and dentists in over 100 countries throughout the world. Find out more at [www.ivoclarvivadent.com](http://www.ivoclarvivadent.com).

Oral Health America is the nation's leading, independent non-profit organization dedicated to connecting communities with resources to increase access to care, education, and advocacy for all Americans, especially those most vulnerable. Find out more at [www.oralhealthamerica.org](http://www.oralhealthamerica.org).

###