



FOR IMMEDIATE RELEASE
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ORAL HEALTH AMERICA TEAMS UP WITH PATTERSON DENTAL FOR FALL FOR SMILES® CAMPAIGN

September 21, 2010, Chicago, IL—Patterson Dental is playing a pivotal role in Fall for Smiles®, an effort launched by Oral Health America (OHA) in collaboration with Oral Healthcare Can't Wait® on September 1, 2010 to promote messages throughout the Fall to consumers about the importance of self care, good nutrition, regular dental visits, and tobacco avoidance in maintaining oral health.

As a dental industry leader, Patterson Dental is continually working to improve healthcare access and education. "Patterson Dental is proud to partner with Oral Health America to help all ages understand the importance of regular dental checkups and proper home care through wide-reaching awareness initiatives like Fall for Smiles," said Patterson Dental Vice President, Finance and Operations Ann Gugino, who serves on the OHA Board of Directors. "Fall for Smiles also emphasizes how taking care of your teeth is essential for not only dental health, but also overall health – a message that benefits everyone."

Fall for Smiles will include outreach to dental care providers through a participation booklet and kit created by Patterson Dental. Patterson Dental will distribute 22,500 booklets to dental offices around the country that encourage offices to participate in the campaign in a variety of ways. The booklets contain poster pullouts, games, quizzes, editorials and more. The kits will be sold at low cost to dental offices through Patterson and include Fall for Smiles pins, brushing & flossing basics brochures, and postcard reminder cards. The booklet can be downloaded at www.oralhealthamerica.org/participate/fall-for-smiles.

"The Fall for Smiles campaign is intended to bring the oral health community together to promote common messaging about what Americans can do to keep their mouths healthy," said Beth Truett, President and CEO, Oral Health America. "We are excited about the partnership with Patterson and thankful for their tremendous support of our initiatives."

Fall for Smiles is generously sponsored by Aspen Dental, DentaQuest, GlaxoSmithKline Consumer Healthcare, Oral Healthcare Can't Wait, Midmark, Patterson Dental, Plackers dental flossers, Trident®, and Young Dental. Fall for Smiles promotion partners include 1-800-DENTIST, 1-800-SNORING, Aegis Communications, American Academy of Pediatrics, American Dental Education Association, American Dental Hygienists' Association, Arizona School of Dentistry & Oral Health (ASDOH) at A.T. Still University, Association of State and Territorial Dental Directors, Athena Dental Institution, P.C., Belmont Publications, Bucks County Health Improvement Partnership, Children's Dental Program, Delta Dental Dakota Smiles

Mobile Program, DentalEZ Group, DNTLworks Equipment Corporation, Florida Public Health Institute, Harry J. Bosworth Company, Hearthstone Housing Foundation, Henry Schein Dental, Hispanic Dental Association, Illinois Department of Public Health, Lanmark, Maine Dental Access Coalition, Oral Health Kansas, Partnership for Prevention, PEW Children's Dental Campaign, Rushville Health Center, The Samuel D. Harris National Museum of Dentistry, Santa Fe Dental College Programs, Smiles Change Lives, Traverse Health Clinic, and Ultradent. Contact Melissa Hoebbel, melissa@oralhealthamerica.org or at (312) 836-9900 for a campaign partner prospectus or to learn more!

Oral Health America's mission is to change lives by connecting communities with resources to increase access to oral health care, education and advocacy for all Americans, especially those most vulnerable. For more information, visit www.oralhealthamerica.org.

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