



ADA American Dental Association®

****MEDIA ADVISORY****

ANNUAL GIVE KIDS A SMILE® DAY SEES DOUBLE THE NEED IN 2009

Richmond, Va.'s dental community rallies to meet the challenge.

Governor Tim Kaine to attend clinic for third consecutive year.

WHAT: In yet another example that more and more Virginians are asking for help, Give Kids a Smile® Day reports that it has received nearly **double** the number of requests for free dental screenings and care offered annually to low-income Richmond and Henrico-area children. **This represents an increase from 739 children in 2008 to 1,345 children already confirmed for the 2009 clinic.**

Give Kids A Smile Day, both a national and statewide event, takes place in Richmond, Va. thanks to the collaborative efforts of the Virginia Dental Association, Delta Dental of Virginia, Richmond Dental Society and the VCU School of Dentistry. These organizations met the dramatic increase in demand and rallied their teams to meet the challenge. As a result, they will care for all 1,345 children aged 3-17. All in one place. All in one day.

Even children needing follow up care will receive it – also free of charge. In 2008, 33 percent of the children treated required follow up care that Give Kids A Smile Day dental volunteers provided.

Give Kids A Smile Day is making a real difference for Virginia's children. The percentage of uninsured children and young adults ages 0-20 receiving free dental services increased from 24% in 2005 to 47% in 2008.

WHEN: **Friday, Feb. 6, 2009, 9 a.m. – 3 p.m. Gov. Kaine will arrive at 11:30 a.m.**

WHERE: **Central Boys & Girls Club**, 2601 Kensington Ave., Richmond 23220. Located at the corner of Robinson Street and Kensington Avenue.

VISUALS: 150 Volunteers, including dentists, dental hygienists, assistants and dental students will treat 1,345 children (aged 3-17) in 50 dental chairs during the course of the day. The Tooth Fairy will make an appearance and plenty of toothbrushes will be on hand!

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