



ADA American Dental Association®

****MEDIA ADVISORY****

ANNUAL GIVE KIDS A SMILE® DAY ADVANCES THE CAUSE TO IMPROVE THE ORAL HEALTH OF VIRGINIA'S CHILDREN

WHAT: On Friday, March 5, 750+ low-income children from the City of Richmond Public Schools will have a good reason to smile. Their teeth will be getting top-notch dental care, including screening for cavities, a cleaning and fluoride varnish and assessment for follow-up care as part of Give Kids A Smile® Day, a national and statewide event. Richmond's Give Kids A Smile Day is the largest of the 29 events being held statewide in February and March. Nearly 2000 events are scheduled nationwide.

Give Kids A Smile Day takes place thanks to the collaborative efforts of the Virginia Dental Association, Delta Dental of Virginia, Richmond Dental Society, VCU School of Dentistry, J. Sargeant Reynolds Community College and Chesterfield Technical Center. These organizations will care for children aged 2-14. All in one place. All in one day.

Even children needing follow-up care will receive it – also free of charge. In 2009, 31% 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 aged 0-20 receiving free dental services increased from 24% in 2005 to 51% in 2009.

WHEN: **Friday, March 5, 2010, 9 a.m. – 2 p.m.**

WHERE: **ACCA Temple Shrine, 1712 Bellevue Avenue, Richmond, VA 23227**

Located at the cross streets of Hermitage Avenue and Bellevue Avenue
Many thanks to ACCA Temple Shriners for providing this space free of charge so the children can be seen. The Central Boys & Girls Club, which is the location where event is traditionally held and has also provided space free of charge for the event in previous years, is unavailable on this date.

VISUALS: 235 volunteers, including dentists, dental hygienists, assistants and dental students will treat 750+ children (aged 2-14) 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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