



ADA American Dental Association®

****MEDIA ADVISORY****

GIVE KIDS A SMILE® RICHMOND CELEBRATES 10th YEAR OF IMPROVING ORAL HEALTH OF AREA'S AT-RISK CHILDREN

WHAT: On Friday, February 24, 2012, 730+ low-income children from the City of Richmond Public Schools and area Head Start programs 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 the national Give Kids A Smile® initiative.

Richmond's Give Kids A Smile is the largest of the many events being held statewide in February and March and is celebrating its 10th consecutive year. The all-volunteer oral health event has provided care to 6,469 children since it began in 2003.

Give Kids A Smile is a community volunteer effort that takes place thanks to the collaboration of the Virginia Dental Association, Delta Dental of Virginia, Richmond Dental Society, VCU School of Dentistry, and Richmond Public Schools among others. These organizations will care for children aged 2-18.

Children needing follow-up care will receive it – also free of charge. Of the 426 children seen in 2011, 110 had 1-4 cavities, while 29 had five or more teeth requiring treatment.

Give Kids A Smile 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 percent in 2005 to 46 percent in 2010.

WHEN: **Friday, February 24, 2012, 9 a.m. – 1 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 at no charge so the children can be seen.

VISUALS: 225 volunteers, including dentists, dental hygienists, assistants and dental students will treat 730+ children (aged 2-18) 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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