



ADA American Dental Association\*

**DELTA DENTAL'S**



## **\*\*ROANOKE MEDIA ADVISORY\*\***

### **DELTA DENTAL'S SMART SMILES® ORAL HEALTH DAY BENEFITS ROANOKE CHILDREN**

#### **WHAT:**

March 18, 2011 is Delta Dental Oral Health Day for some very special children in Roanoke. As part of Delta Dental's Smart Smiles®, the company's signature community outreach umbrella of programs, two, first-ever oral health events will be held on the same day in two Roanoke schools that just happen to be across the street from each other.

Delta Dental will host its first Roanoke Give Kids A Smile® event at Greenvale School in the morning. That afternoon, Delta Dental's Smart Smiles *In School* powered by Radio Disney, a statewide school assembly dental education program, will launch at Fairview Elementary School.

#### **WHERE & WHEN & WHY:**

##### **Roanoke's first Give Kids A Smile®**

**Time:** 8:30 a.m. – 11:00 a.m.

**Location:** Greenvale School, 627 Westwood Boulevard Northwest, Roanoke  
60 preschool children at Greenvale School, 44 of whom are Medicaid Smiles For Children participants or have no insurance at all, will get free top-notch dental care, including screening for cavities, a cleaning and fluoride varnish and assessment for follow-up care. This event is part of Give Kids A Smile®, a national and statewide program. Nearly 2,000 events are scheduled nationwide.

Roanoke's Give Kids A Smile Day will take place thanks to the collaborative efforts of Delta Dental of Virginia, Greenvale School, Jonathan Lubeck, DMD and Griffin Cross, DDS and Virginia Western Community College.

##### **Statewide launch of Delta Dental's Smart Smiles *In School* TriviaQuest powered by Radio Disney**

**Time:** 1:00 p.m. - 1:45 p.m.

**Location:** Fairview Elementary School, 648 Westwood Boulevard Northwest, Roanoke  
Radio Disney will be presenting Delta Dental's first oral health school assembly for Kindergarten through 2<sup>nd</sup> grades at Fairview Elementary School. This school has one of the highest percentages of children receiving reduced or free lunch in Virginia. Prior to the assembly, the students will go through Delta Dental's Smart Smiles *In School* oral health curriculum. Radio Disney is the #1, 24-hour radio network devoted to kids, tweens and families. They are producing the kid-friendly TriviaQuest assemblies with the goal of improving kids' understanding and practice of good oral health habits.

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