

For Immediate Release

Media Contact:

Chris Pyle

540-676-7726

chris.pyle@deltadentalva.com

Delta Dental of Virginia Supports Hygienists Through #SmilesArentCanceled Initiative

*Social media campaign aims to send Amazon gift cards to dental hygienists
amid COVID-19 economic crisis*

ROANOKE, Va. – Amid COVID-19-related postponements of elective dental treatment and non-urgent procedures, Virginia’s [nearly 6,000 dental hygienists](#) are in need of a smile as [more than 78% of the state’s dental practices](#) have closed to all but emergency patients. Like most economic sectors, the dental profession, particularly small private practices, has been severely impacted. Two-thirds of practices in Virginia have been forced to reduce staff salaries – including those of hygienists – to partial payment, or halt payments altogether.

Delta Dental of Virginia has created a [\\$250,000 dentist relief fund](#) to provide needed financial support to practices as part of \$1M in statewide aid to dentists, safety net clinics and essential community nonprofits. In extension of that support, the company announced this week a campaign to bring smiles and recognition to dental hygienists, reminding people that #smilesarentcanceled.

“Dental hygienists are the ones who bring patients comfort – they work to make us smile before the dentist walks in the room and we want to return that favor,” explains Chris Pyle, vice president of marketing and government relations of Delta Dental of Virginia. He also noted that “Hygienists are a critical part of the dental team. By focusing on prevention as well as the importance of healthy teeth and gums, they play a vital role in ensuring good oral and overall health.”

The #SmilesArentCanceled campaign encourages anyone to submit nominations for dental hygienists deserving of a smile by submitting a written or video testimonial by commenting on the Delta Dental of Virginia Facebook Dental Hygienist posts. One winner will be randomly selected daily to receive a \$50 Amazon gift card and one \$500 Amazon gift card grand prize winner will be selected each week.

“We hope the community will get behind this campaign and help us provide support to these worthy health care workers,” said Pyle.

About Delta Dental of Virginia

Established in 1964, Delta Dental of Virginia is the largest dental benefits provider in the Commonwealth of Virginia. Delta Dental of Virginia provides high-quality, cost-effective dental plans to more than two million members. Through its foundation, Delta Dental of Virginia has donated millions of dollars to improve the oral health of Virginians.

Delta Dental of Virginia is a member of the national Delta Dental Plans Association (DDPA). For more than 50 years, the DDPA has worked to improve oral health nationally. Delta Dental member companies serve more than 80 million people in more than 141,000 groups across the nation.
