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FOR IMMEDIATE RELEASE

KIDS SMILES DENTAL CENTER CELEBRATES NATIONAL SMILE MONTH

June 1, 2009, PHILADELPHIA- Kids Smiles of Philadelphia is pleased to celebrate June as National Smile Month in conjunction with Oral Health America. This June marks the second annual National Smile Month, an Oral Health America initiative aimed at promoting healthy dental care habits, including: brushing twice a day with fluoride toothpaste, choosing healthy foods, and attending regular dental visits.

Kids Smiles is a local nonprofit dental organization that provides preventive and restorative dental care to underserved children. With two clinic locations, one in West and the other in Southwest Philadelphia, Kids Smiles treats more than 35,000 at-risk children. Kids Smiles also provides education outreach programs to the Philadelphia area in 150 area elementary schools, daycare centers, and Head Start programs, teaching a total of 25,000 children the benefits healthy dental habits. Additionally, Kids Smiles reach extends to treatment in elementary schools in Easton, Pennsylvania, giving the children complete care in the schools while teaching them about healthy oral behaviors.

As a *Smiles Across America* program partner with Oral Health America, Kids Smiles will be commemorating National Smile Month this June by promoting oral health awareness in the Philadelphia community. As part of the Kids Smiles Outreach Program, Kids Smiles will be providing screenings and education to Philadelphia schools throughout the month of June. Additionally, Kids Smiles will also be present at the

‘Annual Family Wellness Day’ on Friday, June 5, alongside Children’s Hospital Early Head Start, at the Kirkbride Center beginning at 10:00am (located at 111 North 49th Street, Philadelphia). Also, you can find Kids Smiles at a booth at Sunday, June 7th’s ‘Kids Rock for Kids’ concert at the World Café Live, starting at 1:00pm. Proceeds from the concert benefit Kids Smiles.

On a national level, Oral Health America will be marking this year’s National Smile Month with a commemorative video game and an online contest for families to participate in, all available at oralhealthamerica.org.

For more information on National Smile Month or Kids Smiles, please visit oralhealthamerica.org and kidssmiles.org.

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Kids Smiles is a local nonprofit dental organization that provides preventative and restorative dental care to underserved children as well as create innovative health education programs focusing on the prevention of dental disease and the development of positive personal health behaviors. Kids Smiles Nonprofit Dental Centers, with locations in Southwest and West Philadelphia, treat over 30,000 disadvantaged children at their clinics and conduct educational programs to over 150 area elementary schools, day care and Head Start centers. For more information visit www.kidssmiles.org.