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CONTACT: Liz Rogers, (207) 756-2444
liz@oralhealthamerica.org

**HISPANIC DENTAL ASSOCIATION AND ORAL HEALTH AMERICA
CELEBRATE
NATIONAL SMILE MONTH, JUNE 1-30**

CHICAGO, June 2, 2009—June is National Smile Month, and the Hispanic Dental Association (HDA), Oral Health America, and participating sponsors, dental offices, community care providers, schools, and camps are encouraging children and adults not to forget their toothbrushes on summer vacation. National Smile Month promotes the importance of:

- Brushing teeth twice a day with fluoride toothpaste
- Visiting a dental care provider as often as they recommend
- Choosing healthy foods for a tooth-friendly and nutritious diet

"We welcome everyone's involvement in this effort to ensure that families and caregivers understand the importance of caring for our mouth as a part of every family's daily routine," said Beth Truett, President and CEO, Oral Health America.

Participation in National Smile Month can include sharing the campaign messages with family and friends, or challenging your children to a two-minute "brushing contest" to see who comes the closest in brushing their teeth for two minutes without a timer! Enter the Healthy Smile Contest, and share your photos and stories at www.oralhealthamerica.org.

"Oral health should be a critical and integral component of overall total health," said Francisco Ramos-Gomez, DDS, MS, MPH, President of the Hispanic Dental Association. "With a special focus for the young, pregnant, elderly, and people with special needs, this means taking the time to help them maintain a healthy mouth in a healthy body."

National Smile Month will be launched at the Dr. Samuel D. Harris National Museum of Dentistry in Baltimore, MD, on June 5th. The National Museum of Dentistry offers a fun and educational online tool in Spanish to teach kids about brushing and flossing, avoiding tobacco, and eating healthy, at www.MouthPower.org.

The Hispanic Dental Association, formed in 1990, is the only national organization of dental professionals dedicated to promoting and improving the oral health of the Hispanic community and providing advocacy for Hispanic oral health professionals across the United States. Find out more at www.hdassoc.org.

Oral Health America is the nation's leading, independent organization dedicated to eliminating oral disease. National Smile Month is sponsored by Patterson Dental, Dental Trade Alliance Foundation, UnitedHealthcare Dental, and other dental industry leaders. A simultaneous campaign runs in the United Kingdom through the International Dental Health Foundation. Visit www.oralhealthamerica.org for more information.

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