



National Children's Oral Health Foundation®

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NEWS RELEASE

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National Children's Oral Health Foundation
of Canada™

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AMERICA'S TOOTHFAIRY AND AMERICAN PHARMACISTS ASSOCIATION FOUNDATION ANNOUNCE PARTNERSHIP

(Charlotte, January 7, 2015) – America's ToothFairy: National Children's Oral Health Foundation® is proud to announce its partnership with the American Pharmacists Association Foundation (APhA). America's ToothFairy will collaborate with APhA Foundation to raise awareness of the issue of untreated oral disease in children.

“It is astonishing that 1 in 5 children go without dental care. As one of the most accessible healthcare providers, pharmacists have the opportunity to help raise awareness of untreated oral disease as a leading health concern for children,” said Mindy Smith, Executive Director of the American Pharmacists Association Foundation. “APhA Foundation is looking forward to working alongside America's ToothFairy to address oral health issues affecting children and families across the country.”

“We are proud to partner with the American Pharmacists Association Foundation, recognizing the critical role of pharmacists in the health and well-being of children and their families,” stated Fern Ingber, America's ToothFairy President and CEO. “We believe that our partnership will significantly impact the lives of vulnerable children and increase awareness of the importance of preventive care and positive oral health behaviors.”

Throughout the month of February 2015, National Children's Dental Health Month, America's ToothFairy will hold its second annual Smile Drive – a national campaign to collect toothbrushes, toothpaste, floss and rinse for at-risk children. In February 2014, more than 430,000 oral care products were collected and delivered to children in need, helping address one of the most prevalent chronic childhood illnesses in the U.S. – pediatric dental disease.

This year, America's ToothFairy will launch a major expansion of the Smile Drive by inviting community pharmacies, dental practices, and other volunteer groups to participate in the campaign by holding oral health



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events, distributing educational materials, and collecting toothbrushes and toothpaste for underserved children in their communities. America's ToothFairy activities in local pharmacies may include toothbrush drives, "Meet the ToothFairy" events and dissemination of oral health educational materials that supplement recommendations from dentists. Oral care products donated to the Smile Drive will benefit local shelters, America's ToothFairy Affiliates, or other non-profit partner organizations serving vulnerable children and families.

About American Pharmacists Association Foundation

The APhA Foundation, a nonprofit organization based in Washington, D.C., is a trusted source of research demonstrating how pharmacists can improve health care. The APhA Foundation's mission is to improve people's health through pharmacists' patient care services. The APhA Foundation is affiliated with the American Pharmacists Association, the national professional society of pharmacists in the U.S. For more information, please visit the APhA Foundation website www.aphafoundation.org. Follow the APhA Foundation on [Twitter](#) and [Facebook](#) for the latest updates.

About America's ToothFairy: National Children's Oral Health Foundation®

America's ToothFairy is dedicated to raising awareness of one of the most prevalent chronic childhood illnesses: pediatric dental disease, facilitating the delivery of comprehensive oral health services and eliminating this preventable disease from future generations. With a growing Affiliate Network of exemplary non-profit community programs, Kids Club, and professional and student service programs, America's ToothFairy is building a powerful, united effort to eliminate tooth decay and protect the smiles of our most vulnerable children. For more information, visit www.AmericasToothFairy.org.

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