

# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### NATIONWIDE ORAL HEALTH EDUCATION PROGRAM GETS SUPPORT FROM ALIGN TECHNOLOGY

**(Charlotte, NC, January 28, 2020)** America's ToothFairy is pleased to announce that Align Technology, makers of the Invisalign clear aligner system and iTero intraoral scanners, has generously donated \$100,000 to support America's ToothFairy as Title Sponsor of their Health Education Outreach and Resources (HERO) Program. The community outreach program provides oral health education resources to nonprofit dental clinics, public health organizations, educators and volunteers. Last year, the HERO program helped more than 781,400 children and their caregivers learn about the importance of oral health.

The donation marks Align's 12th year of support for America's ToothFairy by providing more than \$1.7 million dollars for the foundation's operational expenses and children's oral health programs, helping more than eight million children and their caregivers learn about the prevention of tooth decay and gum disease.

"Currently, 25 percent of kids from low-income families have untreated tooth decay, which can have devastating consequences to their overall health, their ability to concentrate at school, and on their future success," said Jill Malmgren, America's ToothFairy Executive Director. "Align's generous support not only helps nonprofit dental clinics treat tooth decay in underserved children across the country, but also supports health education to help prevent tooth decay."

"We are proud to team with America's ToothFairy to support the importance of oral health education," said Julie Paulsen, senior director of Corporate Social Responsibility, Align Technology, and member of the Board of Directors at America's ToothFairy. "In addition to supporting the educational programs that produce measurable results among young children and teens, there are opportunities for Align employees to engage with their communities and help teach about the importance of good dental hygiene. It's a great fit for the work that we do at Align – transforming smiles and changing lives."

During National Children's Dental Health Month in February, Align employees across the globe will hold Smile Drives to collect oral care products for children in need and raise awareness of the importance of oral health.

Learn more about the America's ToothFairy Smile Drive campaign at [SmileDrive.org](http://SmileDrive.org).

#### **About Align Technology, Inc.**

Align Technology designs and manufactures the Invisalign® system, the most advanced clear aligner system in the world, and iTero® intraoral scanners and services. Align's products help dental professionals achieve the clinical results they expect and deliver effective, cutting-edge dental options to their patients. Visit [www.aligntech.com](http://www.aligntech.com) for more information. For additional

information about the Invisalign system or to find an Invisalign doctor in your area, please visit [www.invisalign.com](http://www.invisalign.com). For additional information about iTero digital scanning system, please visit [www.itero.com](http://www.itero.com).

**About America’s ToothFairy: National Children’s Oral Health Foundation**

As a resource provider, America’s ToothFairy increases access to oral health care by supporting nonprofit clinics and community partners delivering education, prevention and treatment services for underserved children. Since its inception in 2006, America’s ToothFairy has distributed more than \$21 million in donated products, educational materials and financial grants to improve oral health outcomes for children and youth in need. For more information, visit [AmericasToothFairy.org](http://AmericasToothFairy.org).

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America’s ToothFairy Executive Director, Jill Malmgren, was presented with a donation of \$100,000 from Julie Paulsen, senior director of Corporate Social Responsibility, and Stuart Hockridge, Chief Human Resources Officer, on behalf of Align Technology, makers of Invisalign clear aligners and the iTero intraoral scanner.