

NEWS RELEASE

Contact: Jan Badger, Communications Manager
Phone: 704-719-9068
Email: communications@ncohf.org



4530 Park Road, Suite 320 / Charlotte, NC 28209
AmericasToothFairy.org

FOR IMMEDIATE RELEASE

AMERICA'S TOOTHFAIRY HOSTS ONLINE DENTAL AUCTION TO SUPPORT DENTAL CARE FOR KIDS IN NEED

(Charlotte, NC, September 15, 2020) – This Friday kicks off Bid For Smiles, a week-long, online auction that helps America's ToothFairy increase access to dental care for children in underserved communities. Dental practices are invited to register at BidForSmiles.org to bid on dental products and equipment, with starting bids set at a 50% discount.

"The COVID shutdown has made life more difficult for all businesses, but especially for dental offices," said Jill Malmgren, Executive Director of America's ToothFairy. "The savings that we're offering will not only help practices operate during this uncertain time, but their participation will also help our nonprofit program members who are struggling to serve families in financial crisis." Bid For Smiles raises funds safely online to provide aid to these organizations. Thanks to the support of Kleer, 100% of the proceeds will benefit the cause.

Most items up for bid include discounts of up to 50% off retail prices, and include:

- Paradigm Deep Cure Curing Light donated by 3M Oral Care
- Tornado X LK Air Turbine donated by Bien-Air
- Dentapen Electronic Syringe donated by Septodont
- Easyshade V Digital Shade Taking Device donated by VITA North America
- An assortment of products from GC America including MI Paste and Fuji Automix
- plus Level 3 masks, iSmile Take Home Kits, an Apple Watch, and much more!

Additional items are still being accepted and added daily. The online auction will be held September 18-25th. To register as a bidder visit BidForSmiles.org. To learn more about becoming a sponsor or donating an auction item, contact Jill Malmgren at jmalmgren@ncohf.org or call 704-965-2070.

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.





A child receives dental care at Apple Tree Dental in Mounds View, MN, one of 72 nonprofit members that receive support from America's ToothFairy. Funds raised during Bid For Smiles helps provide resources to member organizations serving children in need.

