

# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### **America's ToothFairy Launches 10,000 Smiles Ready to Learn with Help from MGE: Management Experts**

**(Charlotte, NC, June 8, 2021)** 10,000 children living in communities with restricted access to dental care will learn how to keep their smiles healthy this fall thanks to an education initiative made possible by the members of MGE: Management Experts (MGE). The organization raised more than \$32,000 to support the initiative during a lively auction held at their annual Owner's Conference in Tampa Florida.

Oral health is an essential component of a child's overall health and school readiness. The "10,000 Smiles Ready to Learn" initiative will provide 10,000 students with dental hygiene tools to promote positive oral health habits and help thwart preventable pediatric dental diseases that cause students to miss 52 million hours of school each year. The resources will be distributed to ten nonprofit dental service partners of America's ToothFairy, a charitable foundation that aims to increase access to oral education and dental treatment services for underserved children.

The initiative will also support grants for outreach programs that include oral health in community-based back-to-school programs, equip students and their families with materials promoting positive dental hygiene habits, and distribute toothbrushes to students as they return to the classrooms.

The initiative is an expanded version of America's ToothFairy's [Smile Guardian education initiative](#), which offers dental professionals the opportunity to sponsor oral health education kits to help kids learn how to prevent dental disease.

"Thanks to the generosity of MGE and their members, we can provide more resources for ten times the number of children than we can with a typical Smile Guardian kit," said Jill Malmgren, Executive Director of America's ToothFairy. "We are excited to provide these enhanced education kits in time for back-to-school when our partners will begin their fall outreach at schools within marginalized communities."

"We are proud of the generosity of our members who are driven to share the fruits of their success," MGE Chief Operating Officer, Jeffrey Blumberg added. "We were thrilled to be able to meet in person this year, and the opportunity to support the mission of America's ToothFairy in addition to that was icing on the cake. We are delighted to partner with America's ToothFairy to help so many children learn about the importance of oral health."

For more information about education resource sponsorship, contact Jill Malmgren at [info@ncohf.org](mailto:info@ncohf.org).

**About MGE: Management Experts, Inc.**

MGE Management Experts, Inc. is a practice management training organization for dentists, dental specialists and dental office staff headquartered in St. Petersburg, Florida. MGE has trained tens of thousands on such subjects as management, case acceptance, marketing, executive skills, financial planning and leadership. For more information visit [mgeonline.com](http://mgeonline.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 \$22 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 and MGE: Management Experts' Vice President Expansion, Anthony Penketh are all smiles after raising \$32,900 to benefit oral health education for 10,000 children living in underserved communities.