



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

FOR IMMEDIATE RELEASE

America's ToothFairy Invites Dental Professionals to Join 2025 "My Smile Matters" Campaign for Dental Hygiene Month

Charlotte, NC, September 23, 2025 — As National Dental Hygiene Month approaches, America's ToothFairy is calling on dental professionals across the nation to participate in its fourth annual **My Smile Matters** campaign. The initiative celebrates the vital role of dental hygienists and emphasizes the power of preventive oral health education to transform lives.

Since its launch in 2022, *My Smile Matters* has equipped thousands of oral health advocates with free educational tools to promote healthy smiles in their communities. In 2024 alone, more than **100,000 children, caregivers, and parents** were reached through the campaign's downloadable materials.

"This campaign is about more than awareness—it's about impact," said **Jill Malmgren**, Executive Director of America's ToothFairy. "Dental professionals have a unique opportunity to change lives through education. By sharing their expertise and passion, they help families understand that tooth decay isn't inevitable—it's preventable."

What's New in 2025?

This year's campaign is packed with fresh resources and opportunities to engage your community, amplify your voice, and recognize your peers. Highlights include:

- **Nominate an Outstanding Dental Hygienist:** Five dental hygienists who go above and beyond to help underprivileged kids in America have healthy smiles will be recognized.
- **Social Media Toolkit:** Ready-to-use posts, vibrant graphics and videos to raise awareness throughout October.
- **Free Educational Materials:** Printable handouts, activity sheets, and oral health tips for babies, kids, teens, and parents.
- **Rate Your Candy Contest:** Invite your young patients and community to evaluate which of their Halloween candy is the worst for their teeth. Five participants will win \$100.
- **Limited-Edition T-Shirts:** Available to campaign supporters while supplies last.

Make a Difference This October

Participation is free and open to all dental professionals, educators, and oral health advocates. Once registered at MySmileMatters.org, participants will receive full access to the campaign toolkit and can begin planning activities for their clinics, classrooms, and communities.

“This campaign continues to grow because dental professionals are stepping up,” Malmgren added. “Whether you’re providing care, educating families, or inspiring kids to consider a dental career, your involvement makes a lasting impact.”

To join the campaign or download materials, visit: MySmileMatters.org.

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 2006, America’s ToothFairy has reached more than 16 million children and caregivers with oral health services and distributed millions 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.

America’s ToothFairy Contact:

Jan Badger, Communications Manager, America's ToothFairy
communications@ncohf.org | 336-408-8023 | AmericasToothFairy.org

.....

