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FOR IMMEDIATE RELEASE

America's ToothFairy Launches National Oral Health Month Campaign with Free Resources for Educators and Dental Professionals

CHARLOTTE, NC (May 26, 2026) — America's ToothFairy is inviting dental professionals, educators and community organizations to take part in its annual **Share Your Smile** campaign throughout the month of June in recognition of Oral Health Month.

The national campaign raises awareness about oral health disparities and provides free educational materials to help children and caregivers build healthy habits, understand the importance of oral health and explore dental career pathways. This year's campaign is supported in part by **Sun Life** and **DentaQuest**, a **Sun Life company**, returning sponsors of the initiative.

More than 57 million people in the United States live in areas with too few dental providers, making it difficult for many children and families to get the care they need. These barriers disproportionately affect people living in rural and remote communities, people of color, Indigenous populations, migrant families, individuals with special healthcare needs and others facing systemic inequities. Lack of access to care can lead to untreated tooth decay, pain, missed school days and poorer health over time.

"Every child deserves the chance to grow up with a healthy smile," said Jill Malmgren, Executive Director of America's ToothFairy. "Share Your Smile helps educators, dental professionals and community advocates start important conversations about prevention, access to care and the real impact oral health has on a child's confidence, health and future. By making these resources free and easy to use, we hope to enable more professionals and organizations to share knowledge and help children build healthy habits that last."

Launched in 2023, the Share Your Smile campaign has continued to grow each year. In 2025, campaign participants used the resources to educate more than 105,000 children and caregivers across 44 U.S. states and eight other countries.

The 2026 Share Your Smile campaign includes:

- Free downloadable educational materials for children and families
- Tools for educators, providers and community organizations to promote oral health awareness

- Social media resources for advocates and partners
- Materials highlighting dental career pathways to encourage the next generation of oral health professionals
- Summer-friendly resources that help children stay on track with healthy oral hygiene habits

“Sun Life and DentaQuest believe oral health is essential to overall health and well-being,” said **Tony Mollica**, President, Sun Life U.S. Dental. “We are proud to support the America’s ToothFairy Share Your Smile campaign, and help expand access to resources that educate families, encourage preventive care, and bring greater awareness to the barriers many communities face in accessing dental care.”

Throughout June, America’s ToothFairy encourages dental professionals, educators and community partners to download, share and use the campaign materials in schools, summer programs, dental offices, clinics, libraries and community outreach events.

To access the free resources and learn more, visit ShareYourSmileCampaign.org.

About America’s ToothFairy

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, the organization has provided resources to help more than 16 million children and caregivers protect their smiles from tooth decay. Learn more at <http://www.americastoothfairy.org/>.

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