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## FOR IMMEDIATE RELEASE

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### **America's ToothFairy Announces Fifth Annual My Smile Matters Campaign**

**Dental Hygiene Month campaign invites dental professionals and community advocates to celebrate dental hygienists, recognize outstanding service and help children build healthier smiles.**

**CHARLOTTE, NC (September 25, 2026)** — America's ToothFairy will launch its fifth annual **My Smile Matters** campaign on October 1st, bringing dental professionals, educators and community organizations together to celebrate Dental Hygiene Month and help children and families better understand why oral health matters.

Since the campaign began in 2022, participants have used its free educational resources to reach approximately **550,000 children, parents and caregivers**. What began as a dental-focused awareness effort has also drawn participation from schools, public health programs, libraries, childcare organizations, universities and other community groups that help bring oral health education beyond the dental office.

A central part of My Smile Matters is recognizing dental hygienists whose work reflects the spirit of Dental Hygiene Month. Nominations for America's ToothFairy's **2026 Outstanding Dental Hygienist Awards** are open through **September 30**.

The organization is looking for hygienists who go beyond excellent clinical care to improve access, education or oral health outcomes for underserved populations. Past honorees have brought preventive services into schools and rural communities, created mobile and teledental programs, made care more accessible for patients with special healthcare needs, organized free-care events, mentored fellow professionals and advocated for communities that are often overlooked.

Among them is **Amber Lovatos, RDH, BSDH**, a 2022 honoree whose work has included public health advocacy, education, community outreach and efforts to create mentorship and professional development opportunities within dentistry.

**Crystal Spring, RDH**, recognized in 2025, founded Smiles Across Montana, a nonprofit mobile and teledental organization that brings preventive and diagnostic services to schools, Head Start programs, nursing homes and tribal communities. Since its founding in 2018, the organization has served more than 12,000 patients.

“For 20 years, we’ve seen how much one committed dental professional can change the trajectory of a child’s oral health,” said Jill Malmgren, Executive Director of America’s ToothFairy. “The hygienists we want to recognize are the people who see a barrier to care and find a way around it. They use their skills, compassion and leadership to reach children and families who might otherwise be overlooked.”

America’s ToothFairy, which celebrates its 20th anniversary this year, created My Smile Matters to help dental professionals and other oral health advocates make Dental Hygiene Month an opportunity for both education and action.

### **More Ways to Participate**

Recognizing an outstanding hygienist is just one way dental teams can take part in My Smile Matters. The campaign also includes:

- **Rate Your Candy Contest:** Dental offices can share contest forms with young patients and encourage them to evaluate how their trick-or-treat haul may affect their teeth. Five winners will each receive \$100. The activity gives dental teams a fun way to talk with children about sugar, acidity, texture and other factors that influence how candy affects oral health.
- **Free Educational and Community Outreach Resources:** Printable activities, handouts and other materials help dental professionals, educators and community organizations teach children, teens, parents and caregivers about healthy habits in dental offices, schools, libraries and other community settings.
- **Social Media Resources:** Ready-to-use campaign content makes it easy for dental practices and community organizations to share oral health information and celebrate the role of dental hygienists throughout October.

My Smile Matters runs throughout October in recognition of Dental Hygiene Month.

Dental professionals can nominate an outstanding hygienist through **September 30** and access campaign resources and Rate Your Candy contest materials at [MySmileMatters.org](https://www.mysmilematters.org).

### **About America’s ToothFairy**

America’s ToothFairy increases access to oral health care by supporting nonprofit clinics and community partners that provide education, prevention and treatment services for underserved children. The organization, which celebrates its 20th anniversary in 2026, provides donated products, educational resources and financial support to help more children grow up with healthy smiles. For more information, visit <http://www.americastoothfairy.org/>.

**America’s ToothFairy Contact:**

Jan Badger, Communications Manager, America's ToothFairy  
[communications@ncohf.org](mailto:communications@ncohf.org) | 336-408-8023 | [AmericasToothFairy.org](http://AmericasToothFairy.org)

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My Smile Matters is a Dental Hygiene Month campaign of America's ToothFairy. The campaign celebrates the contribution dental hygienists provide for children's oral health and spreads awareness about the importance of a healthy smile. It runs throughout the month of October.