**AMERICA’S TOOTHFAIRY TO LAUNCH NATIONAL SMILE DRIVE CAMPAIGN TO COLLECT ORAL CARE PRODUCTS FOR AT-RISK CHILDREN**

(Charlotte, NC, January 27, 2015) – Throughout February, National Children’s Dental Health Month, America’s ToothFairy: National Children’s Oral Health Foundation® will mobilize thousands of volunteers across the country for its second annual America’s ToothFairy Smile Drive – a national campaign to raise oral health awareness and collect toothbrushes and toothpaste for at-risk children.

Girl and Boy Scouts, high school, college and professional students, as well as dental professionals, businesses and other volunteer groups will collect and donate toothbrushes, toothpaste and other oral care items for at-risk children in their community. Dental practices and companies serving as collection sites will receive recognition in the National Smile Drive Directory. All registered volunteers will receive a promotional toolkit for hosting a successful drive. [Registration](http://www.ncohf.org/get-involved/smile-drive/general-registration) is open now.

Donated toothbrushes and toothpaste collected through the Smile Drive will be distributed to local shelters, Boys and Girls Clubs, America’s ToothFairy Affiliate clinical partners and other non-profit organizations caring for underserved children and their families.

America’s ToothFairy launched its first Smile Drive in February 2014 in collaboration with Walmart, an America’s ToothFairy Underwriter, Kid’s Crest® and Oral-B® Stages®. More than 430,000 oral care products were collected and distributed to vulnerable children nationwide.

The 2015 America’s ToothFairy Smile Drive is made possible with support from Align Technology, the makers of the Invisalign® system and the pioneer in the invisible orthodontics market that has helped doctors create healthy, beautiful smiles for more than 2.8 million patients, and ongoing support from Walmart, Kid’s Crest® and Oral-B® Stages®.

“We are very grateful that Walmart and Align Technology, both proud Underwriters of America’s ToothFairy, are helping to ensure children across the nation benefit from our National Children’s Dental Health Month campaign,” said Fern Ingber, America’s ToothFairy President and CEO. “Their participation in the America’s ToothFairy Smile Drive combined with the efforts of dental practices, companies, students, and volunteers will provide at-risk children the tools they need to prevent the pain and embarrassment associated with tooth decay.”

Community members are invited to visit the National Smile Drive Directory on [www.AmericasToothFairy.org](http://www.AmericasToothFairy.org) to view participating Smile Drive locations and to drop off donated oral care products. Smile Drive participants are encouraged to share their experience by snapping a photo and using the hashtag #SmileDrive2015 on Facebook, Twitter, or Instagram. To register for the Smile Drive and access information on participation and prizes, visit [www.AmericasToothFairy.org](http://www.AmericasToothFairy.org).

America’s ToothFairy: National Children’s Oral Health Foundation was formed in 2006 to eliminate children’s preventable suffering from pediatric dental disease by delivering superior preventive-focused programs and resources that improve quality of life for underserved children. Supporting the delivery of oral health education and care for children of all ages, the extensive community-based network of America’s ToothFairy includes dental and allied health professionals, generous corporations, nonprofit community health programs, civic and youth organizations and caring individuals in every state.

**About Align Technology, Inc., Makers of the Invisalign® Clear Aligner System**

Adults and teens now have a modern choice for straightening their teeth. No more wires and brackets required – Invisalign and Invisalign Teen aligners are the [clear alternative to metal braces](http://www.invisalign.com/why-invisalign) that uses a series of virtually invisible and removable aligners that gradually move teeth over time. The benefits include: no food restrictions, no interference with sports or other activities, and [teeth get straightened](http://www.invisalign.com/how-invisalign-works/treatable-cases) without most people knowing they are in treatment. For more information and to find a trained Invisalign doctor, please go to [www.invisalign.com.](http://www.invisalign.com/)

All Invisalign products are designed, manufactured and marketed by Align Technology, Inc. (ALGN). Today the Invisalign product family includes Invisalign Full, Invisalign Teen**®**, Invisalign Assist**®**, Invisalign Express and Vivera**®** Retainers. Invisalign and Invisalign Teen are trademarks of Align Technology, Inc. Align Technology develops innovative, technology-rich products such as the Invisalign system and the iTero**®** scanner and services. Visit [www.aligntech.com](http://www.aligntech.com) for more information.

**About America’s ToothFairy: National Children’s Oral Health Foundation®**

America’s ToothFairy: National Children’s Oral Health Foundation is dedicated to raising awareness of pediatric dental disease, one of the most prevalent chronic, untreated diseases in children, facilitating the delivery of comprehensive oral health services and eliminating this preventable disease from future generations. With a growing Affiliate network of exemplary non-profit community programs, Kids Club, professional and student service programs, America’s ToothFairy is building a powerful, united effort to eliminate tooth decay and protect the smiles of vulnerable children. For more information, please visit [www.AmericasToothFairy.org](http://www.AmericasToothFairy.org).

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