

# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### **GC America Joins America's ToothFairy: National Children's Oral Health Foundation as Underwriting Partner**

(Charlotte, NC – June 28, 2016) – Dental products manufacturer, GC America, announced today it will further its commitment to improve the health and well-being of underserved children by becoming an Underwriting Partner of America's ToothFairy: National Children's Oral Health Foundation. GC America's support will be used to expand delivery of vital oral health educational, preventive, and treatment services for at-risk children and youth across the country.

The partnership will kick off with a special promotion for dental hygienists attending RDH Under One Roof in Maryland from July 28-30, 2016. Dental hygienists who commit to become a member of the America's ToothFairy Esther Wilkins Education Program will receive special incentives from GC America. To learn more, visit GC America's booth #306.

Established with a founding gift from celebrated dentist and dental hygienist Esther Wilkins, RDH, DMD, the Esther Wilkins Education Program supports the role of dental hygienists and dental hygiene students as oral health champions by providing educational tools for their community outreach activities.

"GC America is proud to support America's ToothFairy and its valuable efforts to improve children's health and well-being," said Steve Fletcher, President and COO of GC America. "We look forward to a valuable partnership that positively impacts the lives of vulnerable children and helps build healthier communities in the places where our customers live and work."

Fletcher, a long-time dental industry leader, will also join the America's ToothFairy Board of Directors.

"We are very grateful to GC America for their generous support for our smile-saving programs," stated Fern Ingber, America's ToothFairy President and CEO. "By joining America's ToothFairy as an Underwriting Partner, GC America demonstrates its strong corporate commitment to enhancing community oral health."

#### **About GC America Inc.**

GC America Inc. is a leading manufacturer of innovative dental products dedicated to quality and customer satisfaction, with enthusiastic sales and marketing professionals committed to excellence. For more information, visit [www.gcamerica.com](http://www.gcamerica.com).

#### **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 one of the most prevalent chronic childhood illnesses: pediatric dental disease, facilitating the delivery of comprehensive oral health services and improving quality of life for underserved children. Through the #MySmileMatters Youth Movement, collaborative partnerships with a diverse array of national service organizations, growing network of non-profit clinical partners, dedicated professional and student volunteers, and suite of high-impact community education and service programs, America's ToothFairy is building a powerful, united effort to eliminate tooth decay and protect the smiles of our most vulnerable children. For more information, visit [www.AmericasToothFairy.org](http://www.AmericasToothFairy.org).