



NEWS RELEASE

For Immediate Release

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Nation's Largest Dental Insurer Urges Football Fans, "Don't Be Tools" Delta Dental Offers Suggestions for Tooth Emergencies

OAK BROOK, IL (February 1, 2010) – As millions of people head to bars, basements, living rooms and man caves for the big game, America's largest dental insurance provider is asking fans to not be tools.

"On Sunday, a fan will inevitably find himself in a situation where a bottle opener is not readily available," said Chris Pyle, director of public relations for Delta Dental Plans Association. "This is a serious situation and should not be taken lightly," said Pyle.

For such a situation, Delta Dental offers these suggestions:

First, don't panic.

Second, don't be a tool. Your teeth are not bottle openers. Sure, the act of popping a top with your chompers might initially impress the ladies, but the resulting bloody, gaping hole in your formerly killer smile will be a real turnoff a few minutes later.

There are a number of creative methods for opening bottles without a bottle opener. Of course, twist caps are always a handy and obvious option. Using your belt buckle is always a real crowd pleaser. Rapping the bottle top on a counter edge can be effective, so long as you're a guest in someone else's place and any kitchen damage has to be explained the next day by the host. Although each of these techniques is better than using your teeth, Delta Dental does not recommend or endorse any of them. Delta Dental also discourages party-goers from using their teeth to tear open bags of chips or other snacks and cautions against eating unpopped popcorn kernels. "These are just a few hazards that we want to make people aware of," said Pyle.

Those finding themselves with a real tooth emergency should do the following:

- If a permanent tooth gets knocked out, locate the tooth, if possible, and rinse it gently in cold water. Do not scrub it or remove any tissue pieces. If you are able, place the tooth back into the socket and hold it in place. If this cannot be done, place the tooth in a clean holder with milk, water, or saliva and go to your dentist's office or hospital emergency room right away. There is a chance the tooth can be saved if treatment is immediate.
- For a broken or chipped tooth, rinse your mouth with cold water and put cold compresses on the area to help reduce swelling. Go to your dentist's office as soon as possible. If you can locate the piece of tooth, bring it with you. Immediate treatment can help prevent infection and may help save the tooth.

“Chances are your dentist will be someplace watching the game too, so if fans don't want to find themselves in a position of needing emergency care at half-time, they'll take these reminders to heart. Let's keep any injuries on the field, not on the couch,” said Pyle.

For more information about ways to protect your teeth, visit www.deltadental.com.

The not-for-profit Delta Dental Plans Association (www.deltadental.com) based in Oak Brook, Ill., is the leading national network of independent dental service corporations specializing in providing dental benefits programs to more than 54 million Americans in more than 89,000 employee groups throughout the country.

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