



## NEWS RELEASE

### For Immediate Release

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### **Smile Squad™ Teaches Dental Health Lessons Through Fun Activities** *Activities available at [www.SmileSquadHQ.com](http://www.SmileSquadHQ.com)*

**Oak Brook, Ill** –Delta Dental Plans Association, the nation’s leading dental benefits provider, today launched the Smile Squad™, a group of young heroes created to educate children about the importance of good oral health through fun and educational activities at [www.SmileSquadHQ.com](http://www.SmileSquadHQ.com).

Each of the four Smile Squad heroes – Sparkle, Glint, Pearl and Chomp – represents an important aspect of maintaining good oral health. The heroes utilize good habits and smart actions to combat Captain Cavity and the efforts of his malevolent Mouth Marauders to wreak havoc on children’s oral health.

“In line with our mission to promote good oral health, we developed the Smile Squad to provide a fun way for children and parents to learn how to take care of and improve their oral health,” said Kate Gerlesits, communications manager of Delta Dental Plans Association.

The Web site features illustrations and bios of all heroes and villains, serves as the headquarters for the Smile Squad heroes and offers a variety of activities for children and parents to enjoy while immersing themselves in positive dental health information.

A few of the activities include:

- **Smile Squad Card Game** – A downloadable version of the Smile Squad card game teaches kids important oral health tips and techniques. By matching hero and villain cards with oral health action cards, players score points toward the goal of 32 points –

the number of permanent teeth in a healthy smile.

- **Join the Smile Squad** – An invitation to join the Smile Squad allows kids to create personal characters and playing cards. To join, kids must download and print out a pledge card, declaring their commitment to practice good oral health habits as an honorary member of the Smile Squad.
- **Adventures** – A series of comic-book style adventures quizzes children throughout and then rewards them for making good oral health choices by advancing the story.
- **Color Me Happy** – Parents can print downloadable coloring pages for their kids as a reward for demonstrating good oral health habits.
- **Online Games** – A variety of games from simple shooters to card-matching time trials convey critical oral health information.

Parents and children can also sign up to receive e-mail alerts when new adventure episodes and other exciting features become available.

The not-for-profit Delta Dental Plans Association ([www.deltadental.com](http://www.deltadental.com)) based in Oak Brook, Ill., is the leading national network of 39 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. In 2007, Delta Dental formed a partnership with the National Head Start Association to help improve the oral health of the nation's children at a critical time in their development.

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