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Delta Dental of Rhode Island launches ‘Share a Smile’ campaign to spread positivity and support local restaurants

PROVIDENCE, R.I. — When we think about what makes us smile, a meal with family and friends at one of Rhode Island’s great local restaurants often tops the list. And while COVID-19 prevents us from doing that right now, Delta Dental of Rhode Island has launched a new way to support *your* favorite local restaurant and treat yourself and your family to something delicious.

The company’s new **#Share a Smile** campaign asks Rhode Islanders to share the names of restaurants that make them smile for a chance to win a \$50 gift card to the Rhode Island restaurant of their choice. Here’s how to enter:

- Go to the Delta Dental of Rhode Island Facebook page and look for the **#Share a Smile** post of the week.
- Comment on the post **and** tag your favorite Rhode Island restaurant

All commenters who tag a Rhode Island restaurant are entered into a random drawing for a \$50 gift card to the restaurant they’ve tagged. Delta Dental will randomly select multiple winners each week during this campaign. In total, Delta Dental of Rhode Island’s efforts in 2020 will provide Rhode Island restaurants with more than \$20,000 of support.

“We’re so proud of the positivity we see throughout Rhode Island, and we developed this campaign to honor and encourage that positivity while supporting our local restaurants, who are critical to the state’s economy,” said Joseph R. Perroni, president and CEO of Delta Dental of Rhode Island. “For a company dedicated to supporting healthy smiles, encouraging people to share theirs and to share their love for local restaurants was a natural fit.”

“The Rhode Island business community benefits when we pull together to support each other, and we are excited to see all the creative ways that businesses are supporting each other to mitigate financial impacts of this crisis.,” Perroni said.

Learn more about the **#Share a Smile** campaign by visiting <https://smile.deltadentalri.com>. For a roundup of weekly winners, follow Delta Dental of Rhode Island on Facebook at @Delta Dental of RI.



Delta Dental of Rhode Island is the state's leading dental insurer, administering dental benefits for more than 600,000 members. Learn more at www.deltadentalri.com.