



NEWS RELEASE

FOR IMMEDIATE RELEASE

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12th Annual HDS Tooth Fairy Fun Day Focuses Oral Health Care For Infants

**Hawaii Children's Discovery Center
Sunday, February 28, from 10 am to 2 pm**

Hawaii Dental Service, the state's leading dental plan, is celebrating its 12th annual HDS Tooth Fairy Fun Day with appearances by the HDS Tooth Fairy as well as games and activities for keiki of all ages. The event will be at the Hawaii Children's Discovery Center, at 111 Ohe Street in Kakaako, on Sunday, February 28, from 10 a.m. to 2 p.m.

There is a serious message behind all of the fun: All keiki need to see a dentist by age one to ensure they are receiving appropriate care for their teeth and gums.

Both the American Dental Association and the American Academy of Pediatric Dentistry recommend that children see a dentist within six months of getting their first tooth – and no later than their first birthday.

"New parents are often surprised by this recommendation, but an early visit to the dentist can establish the foundation for a lifetime of great oral health. Oral health is a critical component to the overall health of children as well as adults," said Mark Yamakawa, HDS president and CEO. "The HDS Tooth Fairy will help us remind parents of the importance of scheduling their child's first dental visit by their first birthday."

HDS is using the HDS Tooth Fairy Fun Day, held during National Children's Dental Health Month, as a springboard to launch a new "Dentist by One" campaign to raise awareness about the value of early dentist visits. The campaign will consist of outreach to especially new parents through social media and public service announcements.

In addition to numerous games and activities for children, HDS participating dentists will offer free dental screenings and will be available for parents to ask questions about their children's oral health.

Admission to the event is free for the first 500 HDS members and their immediate family members. HDS offers a discount admission of \$7 to all HDS members after the first 500 and all non-HDS members. Bring your HDS membership card or access your card on your phone at HawaiiDentalService.com. For more information, call HDS at (808) 521-1431.

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About Hawaii Dental Service HDS is the largest dental benefits provider in the state, serving more than half a million members throughout Hawaii, Guam and Saipan. It has the largest network of dentists, with more than 95 percent of Hawaii's licensed, practicing dentists participating with HDS.

As a nonprofit founded in Hawaii more than 50 years ago, HDS is committed to making quality oral health care affordable and accessible. Employers that offer HDS dental plans to their employees represent Hawaii's diverse industries, companies, unions, associations, and nonprofit organizations. HDS also offers dental plans for individuals and families.

HDS has been a part of Delta Dental, the nation's largest and most experienced dental benefits company, since 1966. This affiliation gives members access to a nationwide network of participating dentists. For more information, please visit www.HawaiiDentalService.com.