

FOR IMMEDIATE RELEASE

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**Hawaii Dental Service Celebrates
13th Annual HDS Tooth Fairy Fun Day
to Promote Children's Dental Health**

Hawaii Dental Service, the state's largest dental benefits provider, will celebrate its 13th annual HDS Tooth Fairy Fun Day, in conjunction with National Children's Dental Health Month in February. The event will be at the Hawaii Children's Discovery Center, at 111 Ohe Street in Kaka'ako, on Sunday, February 26, from 10 a.m. to 2 p.m.

"Over the past 13 years, oral health care for children has become a top priority in communities across our state," said Mark Yamakawa, HDS President and CEO. "The annual HDS Tooth Fairy Fun Day event helps to raise awareness about the need to place a stronger emphasis on the dental needs of children and give them a great start in life."

The event will feature the HDS Tooth Fairy with free gifts for children and educational games and activities for keiki of all ages. In addition, HDS participating dentists will offer free dental screenings for children and be available for parents to ask questions about their children's oral health.

"Good oral health ultimately affects a child's overall health and well-being. The American Dental Association recommends that children's first dental visit occur before their first birthday," Yamakawa said. "We want to encourage parents to take their children to a dentist by one year old and on a regular basis to prevent tooth decay and gum disease and to detect conditions early before the need for costly services."

Admission to the event is free for the first 500 HDS members beginning at 10 am, and the first 500 Medicaid members from 11 am – 1 pm. HDS offers a discount admission of \$7 after the first 500 and all non-HDS members. Bring your HDS membership card or access your card on your phone at HawaiiDentalService.com. Medicaid members can show their identification card. For more information, call HDS at (808) 521-1431 or visit HawaiiDentalService.com.

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About Hawaii Dental Service

HDS is the largest dental benefits provider in the state, serving more than 630,000 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 55 years ago, HDS is committed to making quality oral health care affordable and accessible. Employers who 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.