

FOR IMMEDIATE RELEASE

Date: February 5, 2024

Contact: Di Salas
Brand & Communications Strategist
(808) 429-1986
di.salas@HawaiiDentalService.com

Nathan Hokama
Strategic Communication Solutions
(808) 226-7470
nhokama@scsolutions-hi.com

**Hawaii Dental Service (HDS) Celebrates
National Children’s Dental Health Month with
the 18th Annual HDS Tooth Fairy Fun Day**

**Hawaii Children’s Discovery Center in Kakaako
Sunday, Feb. 18, 2024
10 am – 2 pm**

Honolulu, Hawaii — Keiki will have an opportunity to meet the HDS Tooth Fairy, enjoy fun, educational oral health activities and games, and receive free dental screenings at the 18th annual HDS Tooth Fairy Fun Day. The event will be held at the sprawling 38,000 sq. ft.-Hawaii Children’s Discovery Center at 111 Ohe Street in Kakaako on Sunday, Feb. 18, from 10 am to 2 pm.

The event coincides with National Children’s Dental Health Month to draw attention to the importance of brushing, flossing, and regular dental check-ups for keiki to start good oral health habits to maintain a lifetime of healthy smiles.

Many overlook the importance of oral health for keiki, but healthy baby teeth are important to hold space in a child’s mouth for their permanent teeth and to ensure they can chew and speak properly.

“We always look forward to welcoming families to a fun-filled day of learning,” said Dr. Diane Paloma, HDS president and CEO. “The health of our keiki’s teeth and gums are intricately connected to their overall health and well-being. When we make the oral health of our keiki a priority, they can enjoy optimal overall health. This puts them on a positive trajectory for their future.”

The event is designed to help children overcome any fears about dentists and dental visits by creating a fun, educational space for both parents and their children. Dentists who participate in HDS dental network will provide dental screenings to show a dentist visit is not intimidating.

“We hope families will create positive associations with oral health care for their keiki,” Paloma added.



NEWS RELEASE

The HDS Tooth Fairy Fun Day will feature 14 activity stations throughout the Hawaii Children's Discovery Center. The HDS Tooth Fairy will be distributing oral health items to remind keiki to keep their teeth healthy.

HDS encourages families to come early to the event. Admission is free for the first 500 HDS members, the first 500 Medicaid members, and their families. Show your HDS membership card or access it online at HawaiiDentalService.com. After the first 500, all HDS members and the general public may enter the Hawaii Children's Discovery Center at a discounted admission price of \$8, courtesy of HDS. For more information, visit HDSToothFairy.com.

As part of National Children's Dental Health Month, HDS is also a sponsor of the Hawaii Dental Association and Hawaii Dental Association Foundation's "Give Kids a Smile" event at the Waikiki Health Makahiki Clinic, at 935 Makahiki Way, Honolulu, 96826, on Saturday, Feb. 24, 2024, from 9 am to 1 pm. The event, which is coordinated by the Hawaii Dental Association's Young Dentist Group, offers free oral health screening to children whether they have been to a dentist before, as well as education activities.

###

About Hawaii Dental Service

Hawaii Dental Service (HDS) is the leading dental benefits provider in the state, serving over one million residents 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 in 1962, 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 insurance benefits provider, since 1966. This affiliation gives members access to a nationwide network of participating dentists.

For more information, visit HawaiiDentalService.com.